

09802481 search  
CUSTOMIZED CREDIT OFFER STRATEGY BASED ON TERMS SPECIFIED BY AN  
APPLICANT

Section 1: inventors search

Section 2: subject search

Section 3: Best Results

Best Results are highlighted in yellow and copied to Section 3.

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Section 1:

Inventors search: patent literature

Set	Items	Description
S1	41	S AU=(WILLARD, P? OR WILLARD P? OR WILLARD(2N)PAUL)
S2	335	S AU=(ANDERSON, F? OR ANDERSON F? OR ANDERSON(2N)FAYE)
S3	5	S AU=(GOLDENSTEIN, J? OR GOLDENSTEIN J? OR GOLDENSTEIN(2N)JONATHAN)
S4	0	S S1 AND S2 AND S3
S5	381	S S1 OR S2 OR S3
S6	32	S S5 AND IC=(G06Q? OR G06F?)
S7	32	IDPAT (sorted in duplicate/non-duplicate order)
S8	24	IDPAT (primary/non-duplicate records only)
S9	1	S S8 AND CREDIT?
S10	4	S S8 AND CUSTOM?
S11	4	S S10 NOT S9

: show files

[File 350] Derwent WPIX 1963-2008/UD=200838

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[File 347] JAPIO Dec 1976-2007/Dec(Updated 080328)

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[File 348] EUROPEAN PATENTS 1978-2007/ 200824

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[File 349] PCT FULLTEXT 1979-2008/UB=20080605 UT=20080529

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9/5/1 (Item 1 from file: 350) [Links](#)

Derwent WPIX

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0006670192 & *Drawing available*

WPI Acc no: 1994-049070/199406

XRPX Acc No: N1994-038544

Portable point of sale terminal - receives data from keyboard or radio link from bar code scanner  
and transmits to host computer over separate, spread spectrum, radio link

Patent Assignee: TELXON CORP (TELX-N)

Inventor: ANDERSON F J; CAMPO J A; EMBREE D M; HOFSTETTER C J; SLOAN D I

Patent Family ( 12 patents, 19 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1994002908	A1	19940203	WO 1993US6611	A	19930713	199406	B
AU 199346773		19940214	AU 199346773	A	19930713	199425	E
			WO 1993US6611	A	19930713		
US 5334821	A	19940802	US 1992915470	A	19920716	199430	E
US 5408077	A	19950418	US 1992915470	A	19920716	199521	E
			US 1994233033	A	19940425		
US 5408078	A	19950418	US 1992915470	A	19920716	199521	E
			US 1994233035	A	19940425		
EP 650618	A1	19950503	EP 1993917168	A	19930713	199522	E
			WO 1993US6611	A	19930713		
AU 666575	B	19960215	AU 199346773	A	19930713	199614	E
JP 8501400	W	19960213	WO 1993US6611	A	19930713	199643	E
			JP 1994504538	A	19930713		
CA 2140250	C	19990323	CA 2140250	A	19930713	199930	E
EP 650618	B1	20000216	EP 1993917168	A	19930713	200014	E
			WO 1993US6611	A	19930713		
DE 69327873	E	20000323	DE 69327873	A	19930713	200022	E
			EP 1993917168	A	19930713		
			WO 1993US6611	A	19930713		
JP 3311354	B2	20020805	WO 1993US6611	A	19930713	200258	E
			JP 1994504538	A	19930713		

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11/5/1 (Item 1 from file: 350) [Links](#)

Derwent WPIX

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0016717154 & & Drawing available

WPI Acc no: 2007-432236/200741

Related WPI Acc No: 2007-858492

XRPX Acc No: N2007-325376

Financial account opening method for financial institution, automatically depositing several microdeposits having monetary value into pre-existing account of customer

Patent Assignee: BLUNCK R (BLUN-I); MACOMBER M (MACO-I); STARBUCK R (STAR-I); WILLARD P (WILL-I)

Inventor: BLUNCK R; MACOMBER M; STARBUCK R; WILLARD P

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20070061254	A1	20070315	US 2005717389	P	20050915	200741	B
			US 2006792179	P	20060414		
			US 2006522294	A	20060915		

11/5/2 (Item 2 from file: 350) [Links](#)

Derwent WPIX

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0012373114 & *Drawing available*

WPI Acc no: 2002-316124/200236

XRPX Acc No: N2002-247366

Subscription based direct E-mail marketing and loyalty program for offline and online applications, collects customer data and purchase data from offline and online merchants and offers rewards or points for purchases

Patent Assignee: EDEALCARD INC (EDEA-N)

Inventor: ANDERSON F; ROTONDARO J; SNYDER S

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2314234	A1	20020118	CA 2314234	A	20000718	200236	B

11/5/3 (Item 3 from file: 350) [Links](#)

Derwent WPIX

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0012373106 & *Drawing available*

WPI Acc no: 2002-316113/200236

XRPX Acc No: N2002-247355

Direct marketing system forwards special offer information corresponding to desired products of customer, to the customer through wireless communication network

Patent Assignee: EDEALCARD INC (EDEA-N)

Inventor: ANDERSON F; ROTONDARO J; SNYDER S

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2313890	A1	20020112	CA 2313890	A	20000712	200236	B

11/5/4 (Item 1 from file: 349) [Links](#)

PCT FULLTEXT

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00929435

A METHOD AND APPARATUS FOR THE COMPILATION OF AN INTERPRETATIVE LANGUAGE FOR INTERACTIVE TELEVISION

PROCEDE ET APPAREIL DE COMPILATION DE LANGAGE INTERPRETATIF POUR ENVIRONNEMENT DE TELEVISION INTERACTIVE

Patent Applicant/Patent Assignee:

- OPENTV INC; 401 East Middlefield Road, Mountain View, CA 94043-4005  
US; US(Residence); US(Nationality)

	Country	Number	Kind	Date
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Patent	WO	200263471	A2-A3	20020815
Application	WO	2002US2663		20020201
Priorities	US	2001265986		20010202
	US	2001266210		20010202
	US	2001267876		20010209
	US	2001269261		20010215
	US	2001279543		20010328
	US	2001328963		20011012

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Inventors search; non patent literature

Set Items Description  
S1 26 S AU=(WILLARD, P? OR WILLARD P? OR WILLARD(2N)PAUL)  
S2 602 S AU=(ANDERSON, F? OR ANDERSON F? OR ANDERSON(2N)FAYE)  
S3 4 S AU=(GOLDENSTEIN, J? OR GOLDENSTEIN J? OR GOLDENSTEIN(2N)JONATHAN)  
S4 0 S S1 AND S2 AND S3  
S5 632 S S1 OR S2 OR S3  
S6 5 S S5 AND CREDIT?  
; show files

[File 2] INSPEC 1898-2008/May W3  
(c) 2008 Institution of Electrical Engineers. All rights reserved.

[File 35] Dissertation Abs Online 1861-2008/Nov  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 65] Inside Conferences 1993-2008/Jun 18  
(c) 2008 BLDSC all rts. reserv. All rights reserved.

[File 99] Wilson Appl. Sci & Tech Abs 1983-2008/Apr  
(c) 2008 The HW Wilson Co. All rights reserved.

[File 474] New York Times Abs 1969-2008/Jun 19  
(c) 2008 The New York Times. All rights reserved.

[File 475] Wall Street Journal Abs 1973-2008/Jun 18  
(c) 2008 The New York Times. All rights reserved.

[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group. All rights reserved.  
*\*File 583: This file is no longer updating as of 12-13-2002.*

[File 139] EconLit 1969-2008/Jun  
(c) 2008 American Economic Association. All rights reserved.

[File 20] Dialog Global Reporter 1997-2008/Jun 19  
(c) 2008 Dialog. All rights reserved.

[File 15] ABI/Inform(R) 1971-2008/Jun 19  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 610] Business Wire 1999-2008/Jun 19  
(c) 2008 Business Wire. All rights reserved.

*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28  
(c) 1999 Business Wire . All rights reserved.

[File 613] PR Newswire 1999-2008/Jun 19  
(c) 2008 PR Newswire Association Inc. All rights reserved.

*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] PR Newswire 1987-1999/Apr 30  
(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 634] San Jose Mercury Jun 1985-2008/Jun 14  
(c) 2008 San Jose Mercury News. All rights reserved.

[File 624] McGraw-Hill Publications 1985-2008/Jun 18  
(c) 2008 McGraw-Hill Co. Inc. All rights reserved.

*\*File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more*

[File 9] Business & Industry(R) Jul/1994-2008/Jun 12  
(c) 2008 The Gale Group. All rights reserved.

[File 275] Gale Group Computer DB(TM) 1983-2008/Jun 11  
(c) 2008 The Gale Group. All rights reserved.

[File 621] Gale Group New Prod. Annou.(R) 1985-2008/Jun 02  
(c) 2008 The Gale Group. All rights reserved.

[File 636] Gale Group Newsletter DB(TM) 1987-2008/Jun 11  
(c) 2008 The Gale Group. All rights reserved.

[File 16] Gale Group PROMT(R) 1990-2008/Jun 13  
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*\*File 16: Because of updating irregularities, the banner and the update (UD=) may vary.*

[File 160] Gale Group PROMT(R) 1972-1989  
(c) 1999 The Gale Group. All rights reserved.

[File 148] Gale Group Trade & Industry DB 1976-2008/May 30  
(c)2008 The Gale Group. All rights reserved.

*\*File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

[File 256] TecInfoSource 82-2008/Jun  
(c) 2008 Info.Sources Inc. All rights reserved.

[File 483] Newspaper Abs Daily 1986-2008/Jun 19  
(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 625] American Banker Publications 1981-2008/Jun 17  
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[File 268] Banking Info Source 1981-2008/Jun W2  
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[File 626] Bond Buyer Full Text 1981-2008/Jun 12  
(c) 2008 Bond Buyer. All rights reserved.

[File 267] Finance & Banking Newsletters 2008/Jun 16  
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[File 485] Accounting & Tax DB 1971-2008/Jun W2  
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6/3,K/1 (Item 1 from file: 474) [Links](#)  
New York Times Abs  
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06517638 NYT Sequence Number: 894842930323  
WELFARE RECIPIENTS NEED EDUCATION AND JOBS, NOT BANK CARDS  
ANDERSON, FAYE M  
New York Times , Col. 4 , Pg. 22 , Sec. A Tuesday March 23 1993  
ANDERSON, FAYE M  
Descriptors: WELFARE (US); REFORM AND REORGANIZATION; WELFARE RECIPIENTS,  
EMPLOYMENT OF; FOOD; FOOD STAMPS; CREDIT CARDS AND ACCOUNTS

6/3,K/2 (Item 1 from file: 16) [Links](#)  
Gale Group PROMT(R)  
(c) 2008 The Gale Group. All rights reserved.  
07166755 Supplier Number: 59950071 (USE FORMAT 7 FOR FULLTEXT)  
Teaching Independence to a New Generation.  
Anderson, Fonda  
Florida Trend , v 42 , n 11 , p 115 March , 2000  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal ; Trade

...workbook for middle and high school students. This curriculum teaches  
household financial basics - saving, borrowing, credit, investing -  
even how to apply for that first job and first apartment.  
Florida Stock Market...

6/3,K/3 (Item 1 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c)2008 The Gale Group. All rights reserved.  
0016789988 Supplier Number: 113939325 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Florida's best business, education partnerships.(Department of Education Awards)(Advertisement)  
Anderson, Fonda  
Florida Trend , 46 , 12 , 69(1) March , 2004  
Document Type: Advertisement  
ISSN: 0015-4326  
Language: English  
Record Type: Fulltext  
...College, Suwannee River Area Health Education Center, School Board of Alachua County, Shands  
Hospital  
Florida Credit Union Academy of Finance--Buchholz High School, Florida Credit Union \* EAST

## CENTRAL

Universal Education Center--Orange County Public Schools, Universal  
Orlando

Learn and Earn...

6/3,K/4 (Item 2 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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11916862 Supplier Number: 59950071 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Teaching Independence to a New Generation.

Anderson, Fonda

Florida Trend , 42 , 11 , 115 March , 2000

ISSN: 0015-4326

Language: English

Record Type: Fulltext

...workbook for middle and high school students. This curriculum teaches household financial basics - saving, borrowing, credit, investing - even how to apply for that first job and first apartment.

Florida Stock Market...

6/3,K/5 (Item 3 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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07348920 Supplier Number: 16438296

Taking blood pressure correctly - it's no off-the-cuff matter. (includes related articles and quiz for continuing education credit)

Anderson, Frances Dee; Maloney, Joseph P.

Nursing , v24 , n11 , p34(7) Nov , 1994

ISSN: 0360-4039

Language: ENGLISH

Record Type: ABSTRACT

...it's no off-the-cuff matter. (includes related articles and quiz for continuing education credit)

Anderson, Frances Dee...

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## Section 2:

Subject Search: patent literature; abstracts/bibliographic

Set Items Description

S1 22262 S (CUSTOM OR CUSTOMIZED OR PERSONALIZATION OR PERSONALIZED OR TAILOR??? OR INDIVIDUAL? OR "TO" )ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR

ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 77987 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)

S3 70221 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 2973 S S1 AND S2

S5 112 S S4 AND S3

S6 0 S S5 AND IC=G06Q-040/00

S7 51 S S5 AND IC=G06Q?

S8 51 IDPAT (sorted in duplicate/non-duplicate order)

S9 51 IDPAT (primary/non-duplicate records only)

S10 6 S S9 NOT AD=20000501:20080620

S11 389 S S4 (S)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)

S12 226 S S11(S)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S13 102 S S12 AND IC=G06Q?

S14 8 S S13 NOT AD=20000501:20080620

S15 4 S S14 NOT S10

S16 4 IDPAT (sorted in duplicate/non-duplicate order)

S17 4 IDPAT (primary/non-duplicate records only)

; show files

[File 350] Derwent WPIX 1963-2008/UD=200838

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[File 347] JAPIO Dec 1976-2007/Dec(Updated 080328)

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10/5/1 (Item 1 from file: 350) [Links](#)

Derwent WPIX

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0017098126 & *Drawing available*

WPI Acc no: 2007-813079/200776

XRPX Acc No: N2007-645983

Method for providing access to manufacturing services and manufacturing management services, involves sending user identified contract manufacturing organization data structure and identified link

Patent Assignee: ACCENTURE LLP (ACCE-N)

Inventor: MCGOWAN P; SILVERSTONE Y

Patent Family ( 1 patents, 1 & countries )



Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 7277865	B1	20071002	US 2000550583	A	20000417	200776	B

Alerting Abstract US B1

NOVELTY - The method involves providing a database, which includes multiple service provider data structures and sending an user (516) an identified contract manufacturing organization data structure to identify a particular contract manufacturing organization and an identified link. Budget constraints are checked at a central management unit terminal, and calculated by comparing cost of new order plus past order costs against an ordering budget to determine whether the cost of new order would exceed ordering budget.

DESCRIPTION - An INDEPENDENT CLAIM is also included for a computer program embodied on a computer readable medium for providing access to manufacturing services and manufacturing management services which is contractible, in a contract manufacturing framework.

USE - Used for providing access to manufacturing services and manufacturing management services that is contractible.

ADVANTAGE - The method involves sending an user an identified contract manufacturing organization data structure to identify a particular contract manufacturing organization and an identified link and budget constraints are checked at a central management unit terminal, and calculated by comparing cost of new order plus past order costs against an ordering budget, and hence enables contract manufacturing organizations in forecasting and inventory management, provides a tool for them to monitor all the request for proposals in the pipeline and provides a virtual marketplace portal offering value-added services tailored for buyers and sellers and thus assists sales departments, operations departments, research and development departments, and procurement departments.

10/5/2 (Item 2 from file: 350) [Links](#)

Derwent WPIX

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0014162124 & *Drawing available*

WPI Acc no: 2004-347132/200432

Related WPI Acc No: 2006-352750

XRPX Acc No: N2004-277723

Providing on-line subscription services from subscription server to user of mobile terminal, involves transmitting product in digital form to mobile terminal when user indicates desire to purchase product

Patent Assignee: AARNIO A (AARN-I); NOKIA CORP (OYNO)

Inventor: AARNIO A

#### Patent Family ( 2 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 20040078274	A1	20040422	US 1999476674	A	19991230	200432	B
US 7010500	B2	20060307	US 1999476674	A	19991230	200618	E

Alerting Abstract US A1

NOVELTY - The method involves transmitting a product in digital form to a mobile terminal when the user indicates a desire to purchase the product. User-specific information relating to the user's mobile terminal capabilities, user's preferences of products, and information relating to the user are transmitted from the mobile terminal to a subscription server.

USE - For providing on-line subscription services, in form of products e.g. books, music, video, or messages e.g. newsletters, samples, from subscription server to user e.g. consumer, of mobile terminal connected to a wireless communication network and a wide area network.

ADVANTAGE - Provides audio and video data to a subscriber using a wide-area network such as the Internet. Distributes audio-video data from a database to a subscriber automatically and periodically using

a wide-area network and a wireless communication network.

10/5/3 (Item 3 from file: 350) [Links](#)

Derwent WPIX

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0012798443 & *Drawing available*

WPI Acc no: 2002-655026/200270

XRPX Acc No: N2002-517558

Managing inventory purchases involves automatically sending search requests for absent items needed, and automatically sending purchase request based on result of search requests

Patent Assignee: INT BUSINESS MACHINES CORP (IBMC)

Inventor: BROWN M W; LAWRENCE K R; PAOLINI M A

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6430541	B1	20020806	US 2000560319	A	20000428	200270	B

Alerting Abstract US B1

NOVELTY - A current inventory is monitored at a computer system (10) to determine the availability of the items in a received meal plan. Search requests for absent items are automatically transmitted to independent product databases of retailers. A purchase request is automatically transmitted to a particular retailer based on the result of the search requests.

USE - For electronic market management system.

ADVANTAGE - Maximizes cost and time efficiency for inventory purchases according to inventory needs.

10/5/4 (Item 4 from file: 350) [Links](#)

Derwent WPIX

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0012456338

WPI Acc no: 2002-402243/200243

Related WPI Acc No: 1999-180204

XRPX Acc No: N2002-315385

Electronic greeting card selection method involves comparing user's reference with application descriptors describing suitability of electronic greeting cards to select suitable greeting card

Patent Assignee: AMERICAN GREETINGS CORP (AMGR-N)

Inventor: JACOBS H H

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6360139	B1	20020319	US 1995475588	A	19950607	200243	B
			US 1998211271	A	19981214		

Alerting Abstract US B1

NOVELTY - Data records including application descriptors describing the suitability of electronic greeting card registered in a database, are provided. Suitable electronic greeting cards are selected from the database by comparing the application descriptors included in data records with user's preference.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- Electronic products vending method;
- Data record search and retrieval method

USE - For selecting electronic greeting cards.

ADVANTAGE - An appropriate product is selected from the group of products easily based on user's preference.

10/5/5 (Item 5 from file: 350) [Links](#)

Derwent WPIX

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0009955410 & *Drawing available*

WPI Acc no: 2000-257283/200023

XRPX Acc No: N2000-191318

Method for analyzing coupon redemption data in a point of sale (POS) system, uses neural network data accumulator to develop purchasing trends for client and consumer types

Patent Assignee: BENNETT A F (BENN-I); MORGAN G S (MORG-I); RAY W J (RAYW-I); SIMONS P J (SIMO-I); VALASSIS COMMUNICATIONS INC (VALA-N)

Inventor: BENNETT A F; MORGAN G S; RAY W J; SIMONS P J

Patent Family ( 2 patents, 2 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
CA 2254011	A1	19990512	CA 2254011	A	19981112	200023	B
US 6230143	B1	20010508	US 199765143	P	19971112	200128	E
			US 1998189548	A	19981111		

Alerting Abstract CA A1

NOVELTY - A database (14) contains consumer and client information, the database is searched by an extraction program according to design criteria e.g. location, consumer types, etc. The clients and consumers that match the criteria are listed and an editor program creates a coupon or flyer suitable to the client and consumer type (24,30).

DESCRIPTION - The coupon or flyer includes a bar code that when read by a bar code reader at a point of sale terminal (34) sends the coupon information to a neural network data accumulator (48) that analyses the consumer information to develop purchasing trends for the consumer type.

An INDEPENDENT CLAIM is included for a system for analyzing coupon redemption data.

USE - Method for analyzing coupon redemption data in a point of sale (POS) system.

ADVANTAGE - The method automatically creates consumer trends that can be used when issuing further coupons and flyers to ensure that they get to the desire clients and consumers.

10/5/6 (Item 6 from file: 350) [Links](#)

Derwent WPIX

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0008206421 & *Drawing available*

WPI Acc no: 1997-310778/199728

XRPX Acc No: N1997-257409

Promotional customised offer presentation system - has primary computer for holding individual customer preferences and secondary computer identifying customers and presenting offers

Patent Assignee: INTER\*ACT SYSTEMS INC (INTE-N)

Inventor: JONES M R; NASH P A; PENWELL W F

Patent Family ( 6 patents, 72 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1997020279	A1	19970605	WO 1996US18930	A	19961127	199728	B
AU 199710613	A	19970619	AU 199710613	A	19961127	199741	E
EP 867008	A1	19980930	EP 1996941486	A	19961127	199843	E
			WO 1996US18930	A	19961127		
AU 714296	B	19991223	AU 199710613	A	19961127	200011	E
BR 199611682	A	19991228	BR 199611682	A	19961127	200018	E
			WO 1996US18930	A	19961127		
JP 2000501529	W	20000208	WO 1996US18930	A	19961127	200018	E
			JP 1997520619	A	19961127		

#### Alerting Abstract WO A1

The offer presentation system has a primary computer and a number of secondary computers. The primary computer (14) stores (36) details of the buying preferences of individual customers. The computer is also fed with demographic material (72) to link to individual customers. When a customer makes a transaction (70) the details are sent to the primary computer to update its records. Manufacturers (76) can prepare offers and make them known to the primary machine.

The secondary machines (12) identify (24) customers and link with the primary machine to receive offers customised for that customer. These are printed (22) for the customer.

ADVANTAGE - Allows promotional offers to be developed on basis of individual customer purchase characteristics.

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17/5/1 (Item 1 from file: 350) [Links](#)

Derwent WPIX

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0016500576 & *Drawing available*

WPI Acc no: 2007-216802/200722

Related WPI Acc No: 2004-061537

XPX Acc No: N2007-160635

Computer system has host computer which responds with proposal request for providing services to client regarding legal-related needs in response to reception of affirmative confirmation from subscriber computer

Patent Assignee: SETTLE P O (SETT-I)

Inventor: SETTLE P O

#### Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 7158944	B1	20070102	US 1998110044	P	19981126	200722	B
			US 1999444000	A	19991119		

#### Alerting Abstract US B1

NOVELTY - A client computer generates request for proposal (RFP) having information about legal-related need for providing service. A subscriber computer creates profile with subscriber's qualification and conflicts of interest information. The subscriber computer transmits conflict of interest check result to host. The subscriber computer accesses RFP on host computer. The host computer responds with RFP for providing services to client regarding legal-related needs in response to reception of affirmative confirmation from subscriber computer.

DESCRIPTION - An INDEPENDENT CLAIM is included for legal service provision method.

USE - For providing legal-related service such as auction service and airline ticket service.

ADVANTAGE - Enables to select service providers based on customized specification of client.

17/5/2 (Item 2 from file: 350) [Links](#)

Derwent WPIX

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0011199711 & *Drawing available*

WPI Acc no: 2002-138105/200218

Related WPI Acc No: 2003-353110

XRPX Acc No: N2002-103972

Discount coupons generating system enables user to electronically clip coupon offer, corresponding to which paper coupon is generated by merchant Patent Assignee: INFOSPACE INC (INFO-N)

Inventor: DAVID B; NARASIMHAN A; RAMAN V

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6237145	B1	20010522	US 1995466270	A	19950606	200218	B
			US 1996696705	A	19960814		

Alerting Abstract US B1

NOVELTY - Promotion information records include electronic coupon offer corresponding to product sold by merchant. Database (16) stores the system user profile indicating user preferences. The stored records are presented to the user with hierarchical menu structure. The user electronically clips the coupon offer and user identifier is entered at merchant terminal. The clipped coupon is accessed and reviewed by user.

DESCRIPTION - An INDEPENDENT CLAIM is also included for operating method of computer system for accessing and redeeming coupons.

USE - For generating redeemable discount coupons.

ADVANTAGE - The user need not physically save, organize and carry coupons to merchant.

17/5/3 (Item 3 from file: 350) [Links](#)

Derwent WPIX

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0010774795 & *Drawing available*

WPI Acc no: 2001-389317/200141

XRPX Acc No: N2001-286335

Computer network implementation for delivering product samples, involves sending signal prompting user to provide profile data and if it matches user profile criteria, manufacturer's sample offer is transmitted

Patent Assignee: CATALINA MARKETING INT INC (CATA-N); MURRAY T (MURR-I); ROCHON D (ROCH-I); SUPERMARKETS ONLINE INC (SUPE-N)

Inventor: MURRAY T; ROCHON D

Patent Family ( 9 patents, 88 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 2000068849	A1	20001116	WO 1999US26022	A	19991126	200141	B
AU 200018127	A	20001121	AU 200018127	A	19991126	200141	E
BE 1012808	A3	20010306	BE 1999826	A	19991221	200141	E
PT 102401	A	20001130	PT 102401	A	20000104	200141	E
ZA 199907548	A	20000830	ZA 19997548	A	19991208	200141	E
US 20020046085	A1	20020418	US 1999133364	P	19990510	200228	E

			US 1999136791	P	19990528		
			US 1999418509	A	19991015		
EP 1190362	A1	20020327	EP 1999961579	A	19991126	200229	E
			WO 1999US26022	A	19991126		
JP 2002544600	W	20021224	WO 1999US26022	A	19991126	200313	E
			JP 2000616557	A	19991126		
IT 1322859	B	20040616	IT 1999MI2584	A	19991214	200474	E

#### Alerting Abstract WO A1

NOVELTY - Signal is transmitted to user (2) for prompting profile data from central computer to network address for user's computer over network. If profile data matches user profile criteria associated with manufacturer's sample offer, then offer for product sample is transmitted to user. If central computer receives signal indicating that user accepts offer, then instructions to provide product sample are generated.

USE - Used for delivering product samples to consumers and monitoring feedback of product.

ADVANTAGE - Product samples are provided by registering user via an online service and providing consumer's unique identifiers. Thus, target samples are efficiently delivered to customers. Quantitative and qualitative non-sampling feedback of the effectiveness of product samples are obtained by monitoring the purchase history of the user.

17/5/4 (Item 4 from file: 350) [Links](#)

Derwent WPIX

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0005265612 & *Drawing available*

WPI Acc no: 1990-260438/199034

XRPX Acc No: N1990-201722

Automated order and payment system e.g. for customer transactions - has central computer system with storage and processing capability prod.-service ID system and order terminal

Patent Assignee: ARBOR INT INC (ARBO-N); GOROG J M (GORO-I); US ORDER INC (USOR-N);

VISA INT INC (VISA-N); VISA INT SERVICE ASSOC (VISA-N)

Inventor: GOROG J M

#### Patent Family ( 7 patents, 15 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 4947028	A	19900807	US 1988221536	A	19880719	199034	B
EP 446500	A	19910918	EP 1990302004	A	19900226	199138	NCE
CA 2010846	A	19910823	CA 2010846	A	19900223	199145	NCE
US 4947028	B	19930608	US 1988221536	A	19880719	199324	E
CA 2010846	C	19951031	CA 2010846	A	19900223	199603	NCE
EP 446500	B1	19990414	EP 1990302004	A	19900226	199919	NCE
DE 69033053	E	19990520	DE 69033053	A	19900226	199926	NCE
			EP 1990302004	A	19900226		

#### Alerting Abstract US A

The system has remote programmable data input/output device adapted to optically scan identification code information. It is further adapted to accept credit card information obtained from the stored data on credits cards. A communication device is provided which is integral to the remote programmable data input/output. A memory is integral to such remote programmable data input/output and communication e device that allows the storage of computer programs and information derived from printed or transmitted

identification code information that has been optically scanned.

A central data processing unit is provided with communications capability adapted to receive information from a plurality of remote programmable data input/output devices. An additional communication device allows the remote data processing unit to communicate with external data bases for credit authorization and product/service ordering purposes.

ADVANTAGE - Fast, efficient. @ (11pp Dwg.No.1/7)@

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Subject Search; patent literature; full text

Set Items Description

S1 46850 S (CUSTOM OR CUSTOMIZED OR PERSONALIZATION OR PERSONALIZED OR TAILOR??? OR INDIVIDUAL? OR "TO" ) (ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 115163 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)

S3 332731 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 4438 S S1(S)S2

S5 230 S S4(S)S3

S6 0 S S5 AND IC=G06Q-040/00

S7 24 S S5 AND IC=G06Q?

S8 0 S S7 NOT AD=20000501:20080620

S9 798 S S4 (S)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)

S10 647 S S9(S)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S11 55 S S10 AND IC=G06Q?

S12 1 S S11 NOT AD=20000501:20080620

: show files

[File 348] EUROPEAN PATENTS 1978-2007/ 200824

(c) 2008 European Patent Office. All rights reserved.

[File 349] PCT FULLTEXT 1979-2008/UB=20080612 UT=20080605

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=====

12/5/1 (Item 1 from file: 348) [Links](#)

EUROPEAN PATENTS

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02297212

Method and apparatus for generating purchase incentives based on price differentials

Verfahren und Vorrichtung zur Erzeugung von Kaufanreizen basierend auf Preisunterschieden

Procede et appareil de generation de stimulations d'achat selon les ecarts de prix

Patent Assignee:

- Catalina Marketing Corporation; (5543790)  
200 Carillon Parkway; St. Petersburg, FL 33716; (US)  
(Applicant designated States: all)

Inventor:

- Giuliani, John A.  
350 Ravine Park Drive East; Lake Forest, IL 60045; (US)
- Vandeveld, Scott R  
Unit E, 1701 North Dayton; Chicago, IL 60614; (US)
- Al-Atraqchi, Waleed M  
4A Hillcrest Drive; Denville, NJ 07834; (US)

	Country	Number	Kind	Date	
Patent	EP	1814071	A1	20070801	(Basic)
Application	EP	2007000829		19980828	
Priorities	US	924029		19970829	

Abstract EP 1814071 A1

A computerized system for customizing purchase incentives and discount coupons on a plurality of retail stores (10) based on whether a customer buys a promoted item or a competitive item and on the price of the promoted item relative to the competitive item. Each store has plurality of terminals (12.1-12.N) has optical scanners (14.1-14.N) and printers (16.1-16.N) and is connected to a store controller (10) which has access to various databases, including an item record file (20) and an incentive control computer (22).

---

Subject Search; non patent literature; abstracts/bibliographic

Set Items Description

S1 25445 S (CUSTOM OR CUSTOMI?ED OR PERSONALI?ATION OR PERSONALI?ED OR TAILOR??? OR INDIVIDUAL? OR "TO" (ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 26605 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)



S3 72157 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 1481 S S1 AND S2

S5 25 S S4 AND S3

S6 6 S S5 NOT PY>2000

S7 6 RD (unique items)

S8 221 S S4 (S)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)

S9 60 S S8(5N)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S10 11 S S9 NOT PY>2000

S11 6 S S10 NOT S7

S12 6 RD (unique items)

; show files

[File 2] INSPEC 1898-2008/May W3

(c) 2008 Institution of Electrical Engineers. All rights reserved.

[File 35] Dissertation Abs Online 1861-2008/Nov

(c) 2008 ProQuest Info&Learning. All rights reserved.

[File 65] Inside Conferences 1993-2008/Jun 18

(c) 2008 BLDSC all rts. reserv. All rights reserved.

[File 99] Wilson Appl. Sci & Tech Abs 1983-2008/Apr

(c) 2008 The HW Wilson Co. All rights reserved.

[File 474] New York Times Abs 1969-2008/Jun 20

(c) 2008 The New York Times. All rights reserved.

[File 475] Wall Street Journal Abs 1973-2008/Jun 19

(c) 2008 The New York Times. All rights reserved.

[File 583] Gale Group Globalbase(TM) 1986-2002/Dec 13

(c) 2002 The Gale Group. All rights reserved.

*\*File 583: This file is no longer updating as of 12-13-2002.*

[File 139] EconLit 1969-2008/Jun

(c) 2008 American Economic Association. All rights reserved.

=====  
[Date????]

7/3,K/1 (Item 1 from file: 2) [Links](#)

INSPEC

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07818728 INSPEC Abstract Number: C2001-02-7180-061

Title: Impacts of software agents in e-commerce systems on customer's loyalty and on behavior of potential customers

Author Seitz, J.; Stickel, E.; Woda, K.

Author Affiliation: Dept. of Inf. Syst., Viadrina Univ., Frankfurt, Germany

Conference Title: Challenges of Information Technology Management in the 21st Century. 2000  
Information Resources Management Association International Conference p. 410-14  
Publisher: Idea Group Publishing, Hershey, PA, USA  
Publication Date: 2000 Country of Publication: USA 1227 pp.  
ISBN: 1 878289 84 5 Material Identity Number: XX-2000-00984  
Conference Title: Proceedings of 2000 Information Resources Management Association International  
Conference  
Conference Date: 21-24 May 2000 Conference Location: Anchorage, AK, USA  
Language: English  
Subfile: C  
Copyright 2001, IEE  
Abstract: ...in electronic commerce. Active technologies, enabling customers to purchase more  
efficiently, force the merchants to offer highly personalized, value-added and complementary services.  
The techniques used, such as rule-based matching or collaborative filtering, may provide contents that are  
appropriate to the customer's preferences or they may analyse the past purchases of other clients. One-  
to-one marketing may...  
Identifiers: ...personalized services; ...customer preferences;  
Astronomical Objects:

7/3,K/2 (Item 2 from file: 2) [Links](#)

INSPEC

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07532665 INSPEC Abstract Number: C2000-04-7180-011

Title: A configurable system for the construction of adaptive virtual stores

Author Ardissono, L.; Goy, A.; Meo, R.; Petrone, G.; Console, L.; Lesmo, L.; Simone, C.; Torasso, P.

Author Affiliation: Dipartimento di Inf., Torino Univ., Italy

Journal: World Wide Web vol.2, no.3 p. 143-59

Publisher: Baltzer,

Publication Date: 1999 Country of Publication: Netherlands

CODEN: WWWEFF ISSN: 1386-145X

SICI: 1386-145X(1999)2:3L:143:CSCA:1-T

Material Identity Number: H400-2000-002

Language: English

Copyright 2000, IEE

Abstract: ...system builds a user profile by applying user modeling techniques and stereotypical  
information about the characteristics of customer groups; this profile is used during the interaction in  
order to tailor the product descriptions and the selection of items to recommend to the user's needs,  
varying the... requires the parallel execution of several complex tasks during the interaction (e.g.,  
identifying the user's preferences, selecting the products most suited to her, dynamically generating the  
hypertextual pages). Therefore, we have defined a multiagent architecture where these tasks are executed  
by different agents, which cooperate offering specific services to each other.

7/3,K/3 (Item 1 from file: 35) [Links](#)

Dissertation Abs Online

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01822002 ORDER NO: AADAA-IMQ57103

Design and implementation of secure communications for a distributed mobile computing system

Author: Cui, Zheng

Degree: M.A.Sc.

Year: 2000

Corporate Source/Institution: University of Ottawa (Canada) ( 0918 )

Source: Volume 39/04 of MASTERS ABSTRACTS. of Dissertations Abstracts International.

PAGE 1213 . 109 PAGES

ISBN: 0-612-57103-3

...provides communication between fixed and/or mobile devices, but also seeks to provide anytime, anywhere, personalized services and resource access to its mobile users. Mobile computing offers more flexibility to the mobile users, but it also raises new concerns to the field of... ..implement frameworks to ensure secure communications for the PMMS. Designs that will be discussed in details include user authentication, access control and secure communication framework for the system. Suggestions on future work are...

7/3,K/4 (Item 2 from file: 35) [Links](#)

Dissertation Abs Online

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01661897 ORDER NO: AAD99-00500

PRICING OF INTEGRATED-SERVICES NETWORKS (PROFIT, CONSUMER WELFARE)

Author: WANG, QIONG

Degree: PH.D.

Year: 1998

Corporate Source/Institution: CARNEGIE-MELLON UNIVERSITY ( 0041 )

Source: Volume 5908B of Dissertations Abstracts International.

PAGE 4376 . 145 PAGES

...service is offered with other services in the same network. There are also cases where offering one service with a more efficient technology hurts users of another service.

We show that the... ..with elastic demand. Therefore, whether or not to require resale depends on the regulator's preference towards users of different services.

We discuss different ways of implementing the optimal pricing framework to best-effort service, and...

7/3,K/5 (Item 3 from file: 35) [Links](#)

Dissertation Abs Online

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1068389 ORDER NO: AAD89-15252

USERS' PERCEPTION OF COMPUTER SYSTEM RESPONSE TIME

Author: ALLEN, ROBERT A.

Degree: PH.D.

Year: 1988

Corporate Source/Institution: CLEMSON UNIVERSITY ( 0050 )

Source: Volume 5004B of Dissertations Abstracts International.

PAGE 1496 . 86 PAGES

...R) s and yet exhibit vastly different response time distributions.

There is conflicting evidence that users' preferences are directly related to these mean performance levels. Similarly, there is little evidence that users... ..Designers of computing systems need to be able to select that configuration which will be preferred by its users. Ordinal preferences of various systems would offer designers valuable information. This discussion will describe two perception-based preference measures and how their application in computer system design can offer different solutions from those produced by classical analysis.

7/3,K/6 (Item 1 from file: 583) [Links](#)  
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09131934

You'll never walk alone  
WORLD: ADVANTAGES TO FIRMS OF E-TRADE  
Economist (ET) 26 Jun 1999 p.supp9-17  
Language: ENGLISH

..Companies can also use internet selling as a more efficient way of collecting data on customer sales preferences, and it also offers more scope for personalised promotions.

+++++

12/3,K/1 (Item 1 from file: 2) [Links](#)

INSPEC  
(c) 2008 Institution of Electrical Engineers. All rights reserved.  
06602599 INSPEC Abstract Number: C9707-7210-046  
Title: Creating change without chaos: preparing libraries for the 21st century  
Author Corral, S.  
Author Affiliation: Reading Univ., UK  
Conference Title: Towards a Worldwide Library: A Ten Year Forecast. 19th International Essen Symposium p. 66-77  
Editor(s): Helal, A.H.; Weiss, J.W.  
Publisher: Essen Univ. Library, Essen, Germany  
Publication Date: 1997 Country of Publication: Germany xlv+291 pp.  
Material Identity Number: XX97-01115  
Conference Title: Towards a Worldwide Library: A Ten Year Forecast. 19th International Essen Symposium  
Conference Date: 23-26 Sept. 1996 Conference Location: Essen, Germany  
Language: English  
Subfile: C

Copyright 1997, IEE  
Abstract: ...This means thinking strategically, involving stakeholders and planning with partners to develop services tailored to customer priorities. At a practical level one of the hardest tasks is to manage time and priorities, to strike the right balance...

12/3,K/2 (Item 2 from file: 2) [Links](#)

INSPEC  
(c) 2008 Institution of Electrical Engineers. All rights reserved.  
06580252 INSPEC Abstract Number: C9706-0310F-028  
Title: How experienced project managers assess risk  
Author Moynihan, T.  
Author Affiliation: Dublin City Univ., Ireland  
Journal: IEEE Software vol.14, no.3 p. 35-41  
Publisher: IEEE  
Publication Date: May-June 1997 Country of Publication: USA  
CODEN: IESOEI ISSN: 0740-7459  
SICI: 0740-7459(199705/06)14:3L:35:EPMA:1-V  
Material Identity Number: G532-97003  
U.S. Copyright Clearance Center Code: 0740-7459/97/\$10.00  
Language: English

Subfile: C

Copyright 1997, IEE

Abstract: ...application development projects that originate from external clients. The survey focused on three major areas: (1) Which characteristics of the customer, the application, and so on, do experienced software project managers consider important when planning new...

12/3,K/3 (Item 3 from file: 2) [Links](#)

INSPEC

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06009684 INSPEC Abstract Number: C9509-7810C-060

Title: The joy of cooking: about computing in the classroom-know your ingredients

Author Brady, M.; Manning, L.

Author Affiliation: Comput. Services, Missouri Univ., Rolla, MO, USA

Conference Title: Proceedings. ACM SIGUCCS 1993. Toward New Horizons. User Services

Conference XXI Part vol.1 p. 111-16 vol.1

Publisher: ACM, New York, NY, USA

Publication Date: 1993 Country of Publication: USA ix+452 pp.

ISBN: 0 89791 631 X

U.S. Copyright Clearance Center Code: 0 89791 631 X/93/0011.\$1.50

Conference Title: Proceedings of XXI User Services Conference. Toward New Horizons

Conference Sponsor: ACM

Conference Date: 7-10 Nov. 1993 Conference Location: San Diego, CA, USA

Language: English

Subfile: C

Copyright 1995, IEE

Abstract: ...classroom. At the same time, computing services providers are experimenting in the kitchen with new, more efficient and effective ways to offer and deliver services. We feel that the unique combination of faculty and computing service provider...

12/3,K/4 (Item 4 from file: 2) [Links](#)

INSPEC

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02564505 INSPEC Abstract Number: C80025728

Title: The statistical analysis of a disparity test

Author Phillips, M.J.

Author Affiliation: Dept. of Math., Univ. of Leicester, Leicester, UK

Journal: Journal of the Operational Research Society vol.31, no.2 p. 159-67

Publication Date: Feb. 1980 Country of Publication: UK

CODEN: JORSZD ISSN: 0160-5682

Language: English

Subfile: C

Abstract: ...progressively worn through use. The results were analysed to see if the deterioration in average preference for a product was uniformly less than for another product, in order to see if longer lasting claims for this product could be made...

[some aspects??]

12/3,K/5 (Item 1 from file: 583) [Links](#)

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09101535

Le sur-mesure descend dans la rue  
FRANCE: CUSTOMISED PRODUCTS AND SERVICES  
StratZgies ( XOD ) 7 May 1999 p.32-33  
Language: FRENCH

...are increasingly providing customised products and services for clients. Dell offers to assemble computers with characteristics set by the clients. Studio has 47,000 different suit and shirt formulas. Procter & Gamble offers blends of coffee flavours, and Elisabeth Arden has...

12/3,K/6 (Item 2 from file: 583) [Links](#)

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03094249

LAPORTE INTRODUCES NEW ODOUR FRESH CAT LITTER  
UK - LAPORTE INTRODUCES NEW ODOUR FRESH CAT LITTER  
Pet Product Marketing ( PTP ) 0 December 1989 p29

...highlighted by consumers were odour control and absorbency., with trends showing a steady growth in consumer preference towards quality products, with convenience also becoming more and more important. There are plans to back the launch with a comprehensive product support...

---

Subject Search; non patent literature; full text # 1

Set Items Description

S1 412371 S (CUSTOM OR CUSTOM?ED OR PERSONALI?ATION OR PERSONALI?ED OR TAILOR??? OR INDIVIDUAL? OR "TO" )ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)  
S2 162776 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)  
S3 907253 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)  
S4 6155 S S1(10N)S2  
S5 66 S S4(10N)S3  
S6 16 S S5 NOT PY>2000  
S7 16 RD (unique items)

S8 698 S \$4(5N)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)  
S9 88 S \$8(5N)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)  
S10 22 S \$9 NOT PY>2000  
S11 11 S \$10 NOT S7  
S12 11 RD (unique items)  
; show files

[File 20] Dialog Global Reporter 1997-2008/Jun 20

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=====

7/3,K/1 [Links](#)

Dialog Global Reporter

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13637583 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Ask Jeeves Introduces Jeeves Holiday Gift Advisor on Ask.com

PR NEWSWIRE November 06, 2000

Journal Code: WPRW Language: English Record Type: FULLTEXT

...from a knowledgebase containing more than 300 products. The recommended products include jewelry, electronics, sporting goods and more, offering consumers unique, even offbeat gifts based on preferences determined by the user.

"We are pleased to offer this service to the millions of Ask.com users who...

7/3,K/2 [Links](#)

Dialog Global Reporter

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12946615 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Internet Privacy Guru Talks to North Carolina Students About 'Personalization

Carlene Hempel

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (NEWS & OBSERVER - RALEIGH, NORTH CAROLINA)

September 21, 2000

Journal Code: KNOR Language: English Record Type: FULLTEXT

...because they allow a site to customize its contents from user to user. MyYahoo.com offers another form of personalization by allowing its users to choose preferences on the site: specific stocks quotes, local weather, headlines about topics of particular interest.

Smith...

7/3,K/3 [Links](#)

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12685272 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Education And Living: An anti-climax for many, but joy for other students (Part 1) - The colleges say they're getting more efficient in round one at predicting applicants' next moves. Whatever the reason, today's second-round offers affect fewer students

IRISH TIMES , p 50 September 05, 2000

Journal Code: FIRT Language: English Record Type: FULLTEXT

...news this morning for 624 applicants who had not previously received an offer. The remaining offers were higher-preference choices made to applicants who had already received one or more offers. At this stage, 80,253 offers have been made, a decrease on last year's...

7/3,K/4 [Links](#)

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11961172 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Brand fingerprinting of sunscreen products. (1 table, 2 figures)

CHEMICAL BUSINESS NEWSBASE (MANUFACTURING CHEMIST) , p 18 July 14, 2000

Journal Code: FMCT Language: English Record Type: FULLTEXT

...Hawaiian Tropic, Elizabeth Arden and Piz Buin is discussed in detail.

The use of fingerprinting offers a more accurate method of determining consumer dislike or preference for a product compared with consumer testing, since consumers are unlikely to give accurate and reliable assessments for...

7/3,K/5 [Links](#)

Dialog Global Reporter

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11086633 (USE FORMAT 7 OR 9 FOR FULLTEXT)

: (NewsWeb) Company will spend Y2bn on reorganisation of its marketing in year to March 2002.

EXTEL COMPANY NEWS May 10, 2000

Journal Code: FEXT Language: English Record Type: FULLTEXT

...will also exploit data on holders of Company's credit cards to enable it to offer more individualised service to customers. Dealers will also forward details of customer requests to main office, which will use feedback in developing new cars and setting prices.

7/3,K/6 [Links](#)

Dialog Global Reporter

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09535955 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Business This Week 1 (Gsm Congress): Company which owns the customer will control airwaves - Mobile phone companies and content providers attempt to predict which services the customer will be prepared to pay for

EOIN LICKEN

IRISH TIMES , p 60 February 11, 2000

Journal Code: FIRT Language: English Record Type: FULLTEXT

...portals in favour of independent, fixed portals. However, Mr Golob pointed out that operators had customer details and location information which allowed them to offer more location-specific and personalised data than fixed portals. He described this as the 'glue' keeping subscribers stuck to the...

7/3,K/7 [Links](#)

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08985380 (USE FORMAT 7 OR 9 FOR FULLTEXT)



NetCurrents Announces Expanded Internet Services; Extensive Services, Advanced Technology  
Helps Corporations Manage Online Perceptions and Internet Information  
BUSINESS WIRE January 04, 2000

Journal Code: WBWE Language: English Record Type: FULLTEXT

...and customer perception, through the use of the Company's proprietary technology. The  
CyberPerceptions service offers additional features that are custom designed, based on the specific  
criteria of each client and are included at no extra cost.

"Initially our services were limited to InvestorFacts, offered...

7/3,K/8 [Links](#)

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08602845 (USE FORMAT 7 OR 9 FOR FULLTEXT)

EXCHANGE APPLICATIONS: Exchange Applications introduces first intelligent planning tool  
for eCRM

M2 PRESSWIRE December 07, 1999

Journal Code: WMPR Language: English Record Type: FULLTEXT

...of its existing customers to users of its online trading service. The firm has three different "free trade"  
offers and knows the channel preferences of its individual customers. VALEX is used to build the basic  
channel/offer campaign and response rules. Campaign Optimiser...

7/3,K/9 [Links](#)

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08581512 (USE FORMAT 7 OR 9 FOR FULLTEXT)

BF On line negotiation and sales

BUSINESS AND FINANCE November 11, 1999

Journal Code: FBFN Language: English Record Type: FULLTEXT

...usage statistics that track the types of information customers are viewing and selecting and learning  
more about their preferences

Offer customers access to an electronic marketplace which integrates complementary catalogues from  
business partners Connect customers to...

7/3,K/10 [Links](#)

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08558490 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Exchange Applications Introduces First Intelligent Planning Tool For eCRM

BUSINESS WIRE December 05, 1999

Journal Code: WBWE Language: English Record Type: FULLTEXT

...of its existing customers to users of its online trading service. The firm has three different "free trade"  
offers and knows the channel preferences of its individual customers. VALEX is used to build the basic  
channel/offer campaign and response rules. Campaign Optimizer...

7/3,K/11 [Links](#)

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08109343 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Wim Plast - Not the right mould

BUSINESS LINE November 07, 1999

Journal Code: FBLN Language: English Record Type: FULLTEXT

...and profitability over the last couple of years, it would be better to avoid this offer. One, if the consumer preferences change, especially at the higher end, the company may find it difficult to maintain the...

7/3,K/12 [Links](#)

Dialog Global Reporter

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04083767 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Barclays Joins First Online Bond Market

PR NEWSWIRE January 21, 1999

Journal Code: WPRW Language: English Record Type: FULLTEXT

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/13 [Links](#)

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04083250 (USE FORMAT 7 OR 9 FOR FULLTEXT)

J.P. Morgan Joins First Online Bond Market

PR NEWSWIRE January 21, 1999

Journal Code: WPRW Language: English Record Type: FULLTEXT

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/14 [Links](#)

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03362813 (USE FORMAT 7 OR 9 FOR FULLTEXT)

IRT Business This Week 1: Engineers develop message system - Mobile phone system delivers specific information. Stock prices and currency can be continuously relayed

IRISH TIMES , p 61 November 06, 1998

Journal Code: FIRT Language: English Record Type: FULLTEXT

...an ongoing basis. In particular, the push and pull aspect of data delivery and retrieval offers greater flexibility to clients who can tailor the service to fit their needs. For instance, a client could specify he or she only wants details of a stock price if it moves up or...

7/3,K/15 [Links](#)

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02413255 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Schlumberger Opens New State-of-the-Art Smart Card Production and Personalization Facility in Mexico

BUSINESS WIRE August 04, 1998 9:47

Journal Code: WBWE Language: English Record Type: FULLTEXT

...market," Claudel added. "Smart cards can change the way institutions do business, allowing them to offer value-added services to their customers, and tailor their offers to their customers' individual preferences. Smart cards can also enhance security and reduce fraud dramatically, contributing to lower operational costs...

7/3,K/16 [Links](#)

Dialog Global Reporter

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01277885 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Telecommunications Reports Answers Research Demands With New Service

PR NEWswire March 30, 1998 10:19

Journal Code: WPRW Language: English Record Type: FULLTEXT

...most comprehensive single source of telecom news and information, Telecommunications Reports is uniquely positioned to offer additional in-depth industry data and analysis on a customized basis."

TR Research Services are confidential, so the company did not release details about specific clients it has served, but examples of recent research topics include:

International satellite-based telecommunications ventures...

+++++

12/3,K/1 [Links](#)

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13600136 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fair, Isaac Expands its MarketSmart eCRM Solution; Teams with Xchange to Help Clients Create A Personalized Customer Experience At Every Channel

PR NEWswire November 02, 2000

Journal Code: WPRW Language: English Record Type: FULLTEXT

...leading to a better understanding of their customer and prospect base;

-- Determine the next-best-offer for customers based on individual preferences and past purchase behavior;

-- Serve-up optimal offer information to service representatives and personalization technologies across

multiple touchpoints in real time; and

-- Execute permission-based email campaigns using Xchange's eMessaging engine...

12/3,K/2 [Links](#)

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11480144 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Newgold Investment Portfolio Expands to Include Enabler of Online Brand Development  
BUSINESS WIRE June 13, 2000

Journal Code: WBWE Language: English Record Type: FULLTEXT

...a top-of-mind presence with consumers, create more effective marketing channels, and know even more about consumer preferences so they can offer the right products to the right people at the right time."

"The combination of an...

12/3,K/3 [Links](#)

Dialog Global Reporter

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10936083 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Need water? Buy a washing machine

Shyam Parekh

TIMES OF INDIA May 10, 2000

Journal Code: WTIN Language: English Record Type: FULLTEXT

...of water free for four days a week for the next two months." Dealers have tailored the offer to suit a range of customer preferences. Said Jitesh Patel, another electronic goods dealer: "Our scheme, which was open for one week in April, included supply...

12/3,K/4 [Links](#)

Dialog Global Reporter

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08882936 (USE FORMAT 7 OR 9 FOR FULLTEXT)

BLAZE SOFTWARE: Say eeeee

M2 PRESSWIRE December 24, 1999

Journal Code: WMPR Language: English Record Type: FULLTEXT

...advice determined by interactive dialog and analysis of the customer's health concerns and brand preferences. Blaze Advisor drives customer recommendations through business rules that go beyond mere

web based personalisation to offer the customer an interactive, one-to-one experience.

"PlanetRx.com is the recognised online pharmacy leader on its convenient and...

12/3,K/5 [Links](#)

Dialog Global Reporter

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08762217 (USE FORMAT 7 OR 9 FOR FULLTEXT)

PlanetRx.com Selects Blaze Software to Personalize Customer Product Recommendations

PR NEWSWIRE December 17, 1999

Journal Code: WPRW Language: English Record Type: FULLTEXT

...recommendations determined by interactive dialog and analysis of the customer's health concerns and brand preferences. Blaze Advisor drives customer recommendations through business rules that go beyond mere Web-based personalization to offer the customer an interactive, one-on-one experience.

"PlanetRx.com is the recognized online pharmacy leader based on its convenient...

12/3,K/6 [Links](#)  
Dialog Global Reporter  
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06201730 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
MKT NEW MEDIA: Somerfield to rename online service as 24-7  
ALEXANDRA JARDINE  
MARKETING , p 10 July 08, 1999  
Journal Code: FMKT Language: English Record Type: FULLTEXT

...go live to coincide with 24-7 and use the same database as the Open service, enabling customers' details and preferences to be recognised when they log on. The new online brand will use the promotional...

...try to open up every customer data capture and sales order method available,' said Riley.

More than 300 home delivery vans are already operating from Somerfield stores.

Customers who live outside...

12/3,K/7 [Links](#)  
Dialog Global Reporter  
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05908866 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
A Survey of Business and The Internet: You'll never walk alone: Above all, e-business is about sharing  
ECONOMIST June 26, 1999  
Journal Code: FECN Language: English Record Type: FULLTEXT

...under its brand umbrella to provide a convenient package for the customer.

As it collects more information about that customer's preferences, it can offer other things that might be of interest. It could suggest a theatre performance to somebody travelling to...

12/3,K/8 [Links](#)  
Dialog Global Reporter  
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04021628 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
HP Creates New Company and Brand in an Effort to Gain Low-End PC & Printer Market Share  
BUSINESS WIRE January 15, 1999  
Journal Code: WBWE Language: English Record Type: FULLTEXT

...to purchase a bundled system consisting of a low-end PC and a printer.

--A second channel is intended to offer customized, differentiated products for retailers - colors, shapes, designs and qualities that fit consumer preferences within particular retail environments.

--Ingredient branding: Printers will be linked to HP ink jet technology...

12/3,K/9 [Links](#)  
Dialog Global Reporter  
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03164429 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Retek Announces Creation of E-commerce Vertical  
BUSINESS WIRE October 20, 1998  
Journal Code: WBWE Language: English Record Type: FULLTEXT

...automation elements. Also included is SelectCast personalization software from Aptex, Retek's sister company, which tailors advertising, product offers, and content based on individual consumer preferences and purchase histories.

"One of the reasons that retailers are starting Consumer Focused initiatives is to manage customer data...

12/3,K/10 [Links](#)  
Dialog Global Reporter  
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01469956 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
STRATEGY ANALYTICS: Mobile phone users continue to ignore value-added services  
M2 PRESSWIRE April 24, 1998  
Journal Code: WMPR Language: English Record Type: FULLTEXT

...the most significant barriers to service adoption, with 57 percent citing cost factors as the primary obstacle;

45 percent of non-users expressed a preference for a service provider offering both fixed and cellular services;

12/3,K/11 [Links](#)  
Dialog Global Reporter  
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01373951 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
BEA Signs Multi-Million Dollar Contract With Swedish Post to Provide Middleware and Services for New Information Technology Platform  
BUSINESS WIRE April 14, 1998 8:19  
Journal Code: WBWE Language: English Record Type: FULLTEXT

...the postal service and banking institution more customer-oriented. "The new organization calls for nine different units where each unit is working with a unique customer segment and offers the customer all requested services within its field," said Goran Ernmark, CIO at Swedish Post. Currently, each unit represents...

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Subject Search; non patent literature; full text #2

Set	Items	Description
S1	390298	S (CUSTOM OR CUSTOM?ED OR PERSONAL?ATION OR PERSONAL?ED OR TAILOR??? OR INDIVIDUAL? OR "TO" )ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 147989 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)

S3 496129 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 7220 S S1(10N)S2

S5 43 S S4(10N)S3

S6 17 S S5 NOT PY>2000

S7 17 RD (unique items)

S8 680 S S4(4N)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)

S9 81 S S8(4N)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S10 36 S S9 NOT PY>2000

S11 36 RD (unique items)

S12 23 S S11 NOT S7

; show files

[File 15] ABI/Inform(R) 1971-2008/Jun 19

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[File 610] Business Wire 1999-2008/Jun 20

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*\*File 610: File 610 now contains data from 3/99 forward. Archive data (1986-2/99) is available in File 810.*

[File 810] Business Wire 1986-1999/Feb 28

(c) 1999 Business Wire . All rights reserved.

[File 613] PR Newswire 1999-2008/Jun 20

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*\*File 613: File 613 now contains data from 5/99 forward. Archive data (1987-4/99) is available in File 813.*

[File 813] PR Newswire 1987-1999/Apr 30

(c) 1999 PR Newswire Association Inc. All rights reserved.

[File 634] San Jose Mercury Jun 1985-2008/Jun 19

(c) 2008 San Jose Mercury News. All rights reserved.

[File 624] McGraw-Hill Publications 1985-2008/Jun 18

(c) 2008 McGraw-Hill Co. Inc. All rights reserved.

*\*File 624: Homeland Security & Defense and 9 Platt energy journals added Please see HELP NEWS624 for more*

ABI/Inform(R)

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02023162 53793704

Lessons from Georgia: The benefits of retail gas choice

Hall, George R; Johnson, Regina R

Public Utilities Fortnightly v138n10 pp: 32-45 May 15, 2000

ISSN: 1078-5892 Journal Code: PUF

Text:

...of AGLC-would have captured a much more commanding share of the market

3. Different customers had different preferences and responded to different offers. No provider captured even a third of the Georgia gas market, and the distribution of...

7/3,K/2 (Item 2 from file: 15) [Links](#)

ABI/Inform(R)

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01337324 99-86720

A guide to facilitating consumer choice

Hoy, Elizabeth W; Wicks, Elliot K; Forland, Rolfe A

Health Affairs v15n4 pp: 9-30 Winter 1996

ISSN: 0278-2715 Journal Code: HAF

Text:

...appeal primarily to younger, healthy, and vigorous elderly would be very strong.

To accommodate different consumer preferences, the purchasers reviewed here offer different levels of cost sharing or a point-of-service option providing some coverage for out...

7/3,K/3 (Item 3 from file: 15) [Links](#)

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01328130 99-77526

Tackling Admissions with a PC

Dunkin, Amy; Ellis, Jim

Business Week n3501 pp: 132-134 Nov 11, 1996

ISSN: 0739-8395 Journal Code: BWE

Abstract:

...97, a CD-ROM that includes a search engine that selects schools based on the user's preferences, offers facts on more than 1,200 colleges, and presents opinionated reviews of more than 300 top colleges. Apply...

7/3,K/4 (Item 4 from file: 15) [Links](#)

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00963021 96-12414

Marketing meets modeling

Lucas, Peter

Credit Card Management v7n10 pp: 77-80 Jan 1995

ISSN: 0896-9329 Journal Code: CCM

Text:



...base marketing with its well-honed skills in predictive modeling, Fair, Isaac now hopes to offer something new: a one-stop shop with the ability to manipulate such data as consumer purchases, travel preferences, and price sensitivity to craft offers likely to attract more profitable accounts, increase individual cardholder spending and receivables, and cross-sell other bank products. At...

7/3,K/5 (Item 5 from file: 15) [Links](#)

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00930473 95-79865

Sounding an industry wake-up call

Crutchfield, Edward E Jr

United States Banker v104n10 pp: 69-74 Oct 1994

ISSN: 0148-8848 Journal Code: USI

Text:

...face-to-face, in a branch. The phrase to emphasize here is alternative delivery systems. Customers have different preferences and we must offer them different choices, or they'll go to someone who does. The good news is technology will...

7/3,K/6 (Item 6 from file: 15) [Links](#)

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00559872 91-34229

Mail Order Top 250+

Anonymous

Direct Marketing v54n3 pp: 29-49 Jul 1991

ISSN: 0012-3188 Journal Code: DIM

Text:

...fourth quarter, when holiday greetings are a popular item. Catalogs are targeted carefully to match customer preferences. Current continues to offer nearly 2,000 different products to its customers. Medved said that because of the postal hike, Current took a...

7/3,K/7 (Item 1 from file: 610) [Links](#)

Business Wire

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00165398 20000104004B0154 (USE FORMAT 7 FOR FULLTEXT)

NetCurrents Announces Expanded Internet Services; Extensive Services, Advanced Technology

Helps Corporations Manage Online Perceptions and Internet Information

Business Wire Tuesday, January 4, 2000 09:45 EST

Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE

Text:

...and customer perception, through the use of the Company's proprietary technology. The CyberPerceptions service offers additional features that are custom designed, based on the specific criteria of each client and are included at no extra cost. "Initially our services were limited to InvestorFacts, offered...

7/3,K/8 (Item 2 from file: 610) [Links](#)

Business Wire

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00150665 19991205339B1019 (USE FORMAT 7 FOR FULLTEXT)

Exchange Applications Introduces First Intelligent Planning Tool For eCRM

Business Wire Sunday , December 5, 1999 08:16 EDT

Journal Code: BW Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE  
Text:

...of its existing customers to users of its online trading service. The firm has three different "free trade" offers and knows the channel preferences of its individual customers. VALEX is used to build the basic channel/offer campaign and response rules. Campaign Optimizer...

7/3,K/9 (Item 1 from file: 810) [Links](#)

Business Wire

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0889172 BW0102

SCHLUMBERGER : Schlumberger Opens New State-of-the-Art Smart Card Production and Personalization Facility in Mexico

August 04, 1998

Byline: Business Editors/High Tech Writers

...market," Claudel added. "Smart cards can change the way institutions do business, allowing them to offer value-added services to their customers, and tailor their offers to their customers' individual preferences. Smart cards can also enhance security and reduce fraud dramatically, contributing to lower operational costs...

7/3,K/10 (Item 1 from file: 613) [Links](#)

PR Newswire

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00454393 20001106SFM083 (USE FORMAT 7 FOR FULLTEXT)

Ask Jeeves Introduces Jeeves Holiday Gift Advisor on Ask.Com

PR Newswire Monday , November 6, 2000 00:10 EST

Journal Code: PR Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE  
Text:

...from a knowledgebase containing more than 300 products. The recommended products include jewelry, electronics, sporting goods and more, offering consumers unique, even offbeat gifts based on preferences determined by the user.

7/3,K/11 (Item 1 from file: 813) [Links](#)

PR Newswire

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1407829 NYTH029

Barclays Joins First Online Bond Market

Date: January 21, 1999 10:00 EST

Correction:

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and

instantly execute an order, send email, online messages and access to historical trading...

7/3,K/12 (Item 2 from file: 813) [Links](#)

PR Newswire

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1407772 NYTH028

J.P. Morgan Joins First Online Bond Market

Date: January 21, 1999 09:00 EST Word Count: 351

Correction:

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/13 (Item 3 from file: 813) [Links](#)

PR Newswire

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1407663 NYTH027

Deutsche Bank Securities Inc. Joins First Online Bond Market

Date: January 21, 1999 08:01 EST Word Count: 532

Correction:

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/14 (Item 4 from file: 813) [Links](#)

PR Newswire

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1031098 CLM012

Fascinating McFacts About McDonald's International

Date: December 9, 1996 02:00 EST Word Count: 1,462

Correction:

...and fish sandwiches along with its world-famous french fries. Some markets, however, choose to offer one or two local items to appeal to customer preferences and to offer variety. Some examples are: "McHuevo" in Uruguay (Country 57), a hamburger with a poached egg...

7/3,K/15 (Item 5 from file: 813) [Links](#)

PR Newswire

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0702974 MN033

MUSICLAND GROUP OPENS SAM GOODY STORE IN PLAINVIEW, NEW YORK

Date: May 5, 1994 17:07 EDT Word Count: 290

Correction:

...and Sam Goody use a proprietary Retail Inventory Management (RIM) system to maintain optimum in-stock inventory levels and to tailor individual store inventories to match regional buying preferences. Stores offer customers one of the industry's most extensive special order catalogs, spanning 130,000

current music titles...

7/3,K/16 (Item 1 from file: 624) [Links](#)

McGraw-Hill Publications

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00992751

TRADE WEB SIGNS THREE MAJOR FIRMS ONTO SYSTEM

Securities Week, Vol. 26, No. 4, Pg 8 January 25, 1999

JOURNAL CODE: SW

ISSN: 0149-3582

TEXT:

... to bypass dealers by providing instant access to price information and competitive quotes and allowing users to request customized bids or offers from multiple dealers and instantly execute orders.

TradeWeb, a two year old system, currently has more than...

7/3,K/17 (Item 2 from file: 624) [Links](#)

McGraw-Hill Publications

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00950355

CITING THREATS TO STANDARDS OF SERVICE FOR TEXAS CUSTOMERS

Inside FERC, Number 3588, Pg 9 June 22, 1998

JOURNAL CODE: FERC

SECTION HEADING: PIPELINES ISSN: 0-163-948X

TEXT:

... arise. "Such assurances, which are already being provided by Northern, are necessary to meet the unique service requirements of the high-priority, human-needs, residential customers of the city of McCamey," Southern Union said.

Offering another reason for setting the proposal for hearing, Southern Union said there are questions about PG...

+++++

12/3,K/1 (Item 1 from file: 15) [Links](#)

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02955774 905990571

The Activity-Based Cost Hierarchy, Production Policies and Firm Profitability

Christopher D Ittner; David F Larcker; Taylor Randall

Journal of Management Accounting Research v9 pp: 143-162 1997

ISSN: 1049-2127 Journal Code: AJMA

Text:

...suggest that broader product lines can increase revenues through spatial preemption of competitors, complementarities between products, consumer differences in preferences, and increased probability of new product success (see Lancaster (1990) for a review). As a...

12/3,K/2 (Item 2 from file: 15) [Links](#)

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02518562 116351310

Customer service in physical distribution: a utility-function approach

Bookbinder, James H.; Lynch, Maureen E.

International Journal of Physical Distribution & Logistics Management v27n9/10 pp: 540-558  
1997

ISSN: 0960-0035 Journal Code: IPD

Text:

...section reviews some of the literature on customer service in physical distribution. Many of the articles describe surveys of customer preferences or outline general strategies to improve logistics service. Utility is defined more thoroughly in our third section; decision makers' attitudes towards risk imply analytical relationships between variables involved in utility functions...

12/3,K/3 (Item 3 from file: 15) [Links](#)

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02046164 57243895

It's not one size fits all

Abend, Jules

Bobbin v41n11 pp: 46-52 Jul 2000

ISSN: 0896-3991 Journal Code: BBN

Text:

...the Internet, this is about raising revenue across all customer touch points. ... [We can] gather more purchasing habit data about customers and collect customer preferences. The system also enables the site to offer personalized services, such as the ability to suggest matching or complementary items. ... The goal is to provide...

12/3,K/4 (Item 4 from file: 15) [Links](#)

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02030228 54633423

Marketers, better to skip the money questions

Albro, Walt

Bank Marketing v32n4 pp: 8 Apr 2000

ISSN: 0888-3149 Journal Code: BNM

Text:

...volume of direct mail they receive. "By clarifying communications, personalizing the relationship and filtering the offers according to preferences, the consumer will, in turn, be more receptive to the sale," the newsletter said. To purchase a copy of the report (MSL...

12/3,K/5 (Item 5 from file: 15) [Links](#)

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01971104 48007862

Market orientation and other potential influences on performance in small and medium-sized manufacturing firms

Pelham, Alfred M

Journal of Small Business Management v38n1 pp: 48-67 Jan 2000

ISSN: 0047-2778 Journal Code: JSB

Text:

...creating value for customers, immediate response to competitive challenges, and fast detection of changes in customer product preferences. Results also indicate the crucial role of market orientation in implementing an emphasis on a...the models. This latter study is consistent with Hansen and Wernerfelt's (1989) results. Pelham offers a possible explanation for the limited influences of the environment found in his study by...being the low cost producer would give the firm an unassailable competitive advantage and with another statement that the firm's objectives were driven primarily by cost reduction. The respondent's...

12/3,K/6 (Item 6 from file: 15) [Links](#)

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01854007 05-04999

Somerfield to rename online service as 24-7

Jardine, Alexandra

Marketing pp: 10 Jul 8, 1999

ISSN: 0025-3650 Journal Code: MAR

Text:

...go live to coincide with 24-7 and use the same database as the Open service, enabling customers' details and preferences to be recognised when they log on. The new online brand will use the promotional...

12/3,K/7 (Item 7 from file: 15) [Links](#)

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01789436 04-40427

Enhanced offerings shoot for easy

Vittore, Vince

Telephony v236n10 pp: 48-51 Mar 8, 1999

ISSN: 0040-2656 Journal Code: TPH

Text:

...Plant. "The goal was a wireless device that wouldn't intimidate people." Initially, Nextel will offer customers text-based services that can be customized based on user preference. In one example at the show, users could either look up specific stock prices, create a portfolio...

12/3,K/8 (Item 8 from file: 15) [Links](#)

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01743459 03-94449

A comment of the Pontifical Council for social Communications' Ethics in advertising

Anonymous

Journal of Public Policy & Marketing v17n2 pp: 332-335 Fall 1998

ISSN: 0743-9156 Journal Code: JMP

Text:

...about the characteristics of its products will increase the firm's incentive to adapt its products to better suit consumer preferences. This will encourage improvements in quality and innovations.... Similarly, advertisements contain a variety of other...

12/3,K/9 (Item 9 from file: 15) [Links](#)

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01738026 03-89016

Stampede at CRIMS

Boyes, Shelley; Conn, Lowell

Canadian Underwriter v65n11 pp: 14-16 Nov 1998

ISSN: 0008-5251 Journal Code: CAU

Text:

...still believe that the cross-selling rationale for [mega-merger financial supermarkets] is flawed. While customers may say they prefer one-stop shopping, this preference presumes a product offering of consistently high quality from that sole supplier. But it's virtually impossible for any...

12/3,K/10 (Item 10 from file: 15) [Links](#)

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01351927 00-02914

Reexamining the traditional sales process

Anonymous

LIMRA's MarketFacts v15n6 pp: 33-35 Nov/Dec 1996

ISSN: 0889-0986 Journal Code: MKF

Text:

...from them is likely to increase as well.

\* Who is selling the policy? It is one thing to examine consumer preferences for the company offering the policy, and quite another to examine their preferences for the person they will purchase it from. If anything, the...

12/3,K/11 (Item 11 from file: 15) [Links](#)

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01274800 99-24196

Lean enterprises and the confrontation strategy

Cooper, Robin

Academy of Management Executive v10n3 pp: 28-39 Aug 1996

ISSN: 1079-5545 Journal Code: AEX

Text:

...the OM10 to eighteen months for a compact camera. Alternately, a firm can differentiate its products horizontally by satisfying customers' preferences or taste, as opposed to offering increased functionality at increased prices. For example, one company might have a 200mm zoom lens...more of the benefits of becoming a lean enterprise. Many Western firms are finding this second transition more difficult to achieve than the first. Their JIT and TQM programs produce rapid savings in...

12/3,K/12 (Item 12 from file: 15) [Links](#)  
ABI/Inform(R)  
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01257594 99-06990  
Reengineering marketing  
Thomas, Claude A; Dunn, Dan T Jr  
Review of Business v17n3 pp: 41-48 Spring 1996  
ISSN: 0034-6454 Journal Code: ROB  
Text:

...by product companies a decade ago. Leading companies in our sample are responding flexibly to customer preferences. The new value concept offers individualized benefits rather than more standardized offerings. Thus the strategy of producing more of the same service is replaced by...

12/3,K/13 (Item 13 from file: 15) [Links](#)  
ABI/Inform(R)  
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01088183 97-37577  
Emerging patterns in intercontinental air linkages and implications for international route allocation policy  
Oum, Tae Hoon; Taylor, A J  
Transportation Journal v34n4 pp: 5-27 Summer 1995  
ISSN: 0041-1612 Journal Code: TRN  
Text:

...of institutional and regulatory barriers governing international services, we discuss each of these factors in detail.  
Consumer Preferences -- A global network offers consumers better connectivity to more destinations, with all the advantages of "one-stop shopping." This includes an improved quality of...

12/3,K/14 (Item 14 from file: 15) [Links](#)  
ABI/Inform(R)  
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01060836 97-10230  
Network management comes to desktop PCs  
Anonymous  
AT&T Technology v10n1 pp: 22-23 Spring 1995  
ISSN: 0889-8979 Journal Code: ATT  
Text:

...management, bill analysis, performance management, traffic analysis, and ordering, all provided within AT&T's Custom SDN offer. AT&T will make the applications most requested by customers available



this year, with more coming out next year.

12/3,K/15 (Item 15 from file: 15) [Links](#)  
ABI/Inform(R)  
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01046521 96-95914  
Printing for a market of one  
Mummert, Hallie; Yorgey, Lisa A  
Target Marketing v18n6 pp: 20-31 Jun 1995  
ISSN: 0889-5333 Journal Code: ZIR  
Text:

...don't ruin the atmosphere with inserts that are run of the mill. Instead, insert different specials and customer service notices based on customers' preferences and the offer you just pitched them.

12/3,K/16 (Item 16 from file: 15) [Links](#)  
ABI/Inform(R)  
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00519697 90-45454  
Customer Services - Off-the-Peg or Tailor-Made?  
Marr, Norman E.  
International Journal of Physical Distribution & Logistics Management v20n3 pp: 6-9  
1990  
ISSN: 0960-0035 Journal Code: IPD  
Abstract:

...the supplier needs to have a positive and planned approach to the marketing of goods. One way to identify customers' preferences is to offer them a list of possible customer services and ask them to prioritize the list. The...

12/3,K/17 (Item 1 from file: 810) [Links](#)  
Business Wire  
(c) 1999 Business Wire . All rights reserved.  
0963325 BW1027  
MA CAHNERS IN STAT : HP Creates New Company and Brand in an Effort to Gain Low-End PC & Printer Market Share  
January 15, 1999  
Byline: Business/Technology Editors

...to purchase a bundled system consisting of a low-end PC and a printer.

--A second channel is intended to offer customized, differentiated products for retailers - colors, shapes, designs and qualities that fit consumer preferences within particular retail environments.

--Ingredient branding: Printers will be linked to HP ink jet technology...

12/3,K/18 (Item 2 from file: 810) [Links](#)  
Business Wire  
(c) 1999 Business Wire . All rights reserved.  
0924969 BW1221

RETEK INFORMATION SYS 2 : Retek Announces Creation of E-commerce Vertical  
October 20, 1998

Byline: Business Editors & High-Tech Writers

...automation elements. Also included is SelectCast personalization software from Aptex, Retek's sister company, which tailors advertising, product offers, and content based on individual consumer preferences and purchase histories.

"One of the reasons that retailers are starting Consumer Focused initiatives is to manage customer data...

12/3,K/19 (Item 3 from file: 810) [Links](#)

Business Wire

(c) 1999 Business Wire . All rights reserved.

0834682 BW1085

BEA SYSTEMS : BEA Signs Multi-Million Dollar Contract With Swedish Post to Provide  
Middleware and Services for New Information Technology Platform

April 14, 1998

Byline: Business Editors/Computer Writers

...the postal service and banking institution more customer-oriented. "The new organization calls for nine different units where each unit is working with a unique customer segment and offers the customer all requested services within its field," said Goran Ernmark, CIO at Swedish Post.

Currently, each unit represents...

12/3,K/20 (Item 4 from file: 810) [Links](#)

Business Wire

(c) 1999 Business Wire . All rights reserved.

0809983 BW0227

INTERVISTA SOFTWARE : Intervista Software, Inc. Launches First 3D Business Reporting  
Software Solution for the PC; WorldChart Brings Data Visualization to the Desktop

February 17, 1998

Byline: Business Editors

...tools such as Microsoft Excel and Access into a bandwidth-efficient presentation. The application enables users to specify criteria and assign graphical indicators to call attention to particular data objects. WorldChart offers unique potential for a more productive way to present and experience information.

12/3,K/21 (Item 5 from file: 810) [Links](#)

Business Wire

(c) 1999 Business Wire . All rights reserved.

0749018 BW1070

NCR THIN CLIENT PROGRAM : NCR Announces Thin Client Program for Enterprise  
Customers

September 23, 1997

Byline: Business Editors and Hi-Tech Writers

...scalable and shared environment.

NCR 2990 Thin Client (TC) and NCR Administrator Because customers have different thin client needs and

preferences, NCR offers two types of devices. The NCR 2990 TC Network Terminal supports popular terminal emulations and...

[Date????????????]

12/3,K/22 (Item 1 from file: 613) [Links](#)

PR Newswire

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00452737 20001102NETH019 (USE FORMAT 7 FOR FULLTEXT)

Fair, Isaac Expands Its Marketsmart Ecrm Solution; Teams with Xchange to Help Clients Create

A Personalized Customer Experience at Every Channel

PR Newswire Thursday, November 2, 2000 09:31 EST

Journal Code: PR Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE  
Text:

...leading to a better understanding of their customer and prospect base;

-- Determine the next-best-offer for customers based on individual preferences and past purchase behavior;

-- Serve-up optimal offer information to service representatives and personalization technologies across multiple touchpoints in real time; and

-- Execute permission-based email campaigns using Xchange's eMessaging engine.

12/3,K/23 (Item 2 from file: 613) [Links](#)

PR Newswire

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00234429 19991217CGF010 (USE FORMAT 7 FOR FULLTEXT)

PlanetRx.com Selects Blaze Software to Personalize Customer Product Recommendations

PR Newswire Friday, December 17, 1999 08:01 EST

Journal Code: PR Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE  
Text:

...recommendations determined by interactive dialog and analysis of the customer's health concerns and brand preferences.

Blaze Advisor drives customer recommendations through business rules that go beyond mere Web-based personalization to offer the customer an interactive, one-on-one experience.

"PlanetRx.com is the recognized online pharmacy leader based on its convenient...

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Subject Search; non patent literature; full text # 3

Set Items Description

S1 1052981 S (CUSTOM OR CUSTOMI?ED OR PERSONALI?ATION OR PERSONALI?ED OR  
TAILOR??? OR INDIVIDUALI? OR "TO" (ORDER OR PREFERENCE? ? OR UNIQUE OR  
DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR  
COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR  
MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR  
ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR  
UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 400765 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR  
CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR

PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)  
S3 1438108 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 15333 S S1(5N)S2  
S5 116 S S4(5N)S3  
S6 56 S S5 NOT PY>2000  
S7 33 RD (unique items)  
: show files

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[File 621] Gale Group New Prod.Annou.(R) 1985-2008/Jun 03  
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[File 636] Gale Group Newsletter DB(TM) 1987-2008/Jun 11  
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*\*File 16: Because of updating irregularities, the banner and the update (UD=) may vary.*

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[File 148] Gale Group Trade & Industry DB 1976-2008/Jun 02  
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*\*File 148: The CURRENT feature is not working in File 148. See HELP NEWS148.*

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[File 483] Newspaper Abs Daily 1986-2008/Jun 20  
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7/3,K/1 (Item 1 from file: 9) [Links](#)  
Business & Industry(R)

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02306592 Supplier Number: 25897611 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
Specialization Hits Dentifrices

( New products in the toothpaste category include offerings from Colgate-Palmolive, SmithKline Beecham, Unilever, Natural White, Church & Dwight, and Procter & Gamble to include toothpastes for sensitive teeth, for nighttime use, and with antioxidants )

MMR , v 17 , n 20 , p 48 November 13, 2000

Document Type: Journal ISSN: 0743-5258 ( United States )

Language: English Record Type: Fulltext

TEXT:

...Beecham PLC as part of its purchase of Block Drug Co. Responding to the growing consumer preference for products that offer multiple benefits, Block recently introduced Sensodyne Tartar Control Plus Whitening Anticavity Toothpaste for Sensitive Teeth, which...

7/3,K/2 (Item 2 from file: 9) [Links](#)

Business & Industry(R)

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02208453 Supplier Number: 25722802

New E-Mail Prospecting Drives Customer Acquisition

( Avenue A joins other users of opt-in e-mail lists to provide clients with over 87 mil customers potentially interested in personalized e-mail offers )

Direct Marketing Magazine , v 63 , n 2 , p 79 June 2000

Document Type: Journal ISSN: 0012-3188 ( United States )

Language: English Record Type: Abstract

ABSTRACT:

...with more than 20 other users of opt-in e-mail lists, Avenue A can offer customers access to more than 87 mil potential customers who have requested personalized e-mail offers.

7/3,K/3 (Item 3 from file: 9) [Links](#)

Business & Industry(R)

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02063948 Supplier Number: 25546969 (USE FORMAT 7 OR 9 FOR FULLTEXT)

A Time for Rebuilding

( Trends in the medical insurance sector include employers adopting partially or completely self-funded plans and a drop in HMOs' market share )

Best's Review New World of Risk Supplement , p 14+ January 2000

Document Type: Journal; Industry Overview ISSN: 1527-5914 ( United States )

Language: English Record Type: Fulltext

ABSTRACT:

...HMO sector will undergo a decline in enrollment in the next year due to a consumer preference for managed-care products that offer greater choices. A movement is being made among employers from fully insured plans to partially or...

7/3,K/4 (Item 4 from file: 9) [Links](#)

Business & Industry(R)

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01865410 Supplier Number: 24633357 (USE FORMAT 7 OR 9 FOR FULLTEXT)

New Chip May Alter Residential Meter History

( Cirrus Logic Inc introduced a new integrated analog-to-digital converter chip )

Utility Automation , v 4 , n 4 , p 8 May 1999

Document Type: Journal ISSN: 1085-2328 ( United States )

Language: English Record Type: Fulltext

TEXT:

The growing demand for more information on customer usage and preferences and the ability to offer more competitive rates and services has increased the need for electronic residential meters. "Industrial meters have...

7/3,K/5 (Item 5 from file: 9) [Links](#)

Business & Industry(R)

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01760926 Supplier Number: 24533441

Deutsche Bank Joins TradeWeb

( Deutsche Bank Securities has joined on-line institutional customer-to-dealer bond marketplace TradeWeb )

Web Finance , v 3 , n 3 , p 6 February 01, 1999

Document Type: Newsletter ( United States )

Language: English Record Type: Fulltext

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers and instantly execute an order.

7/3,K/6 (Item 6 from file: 9) [Links](#)

Business & Industry(R)

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01618201 Supplier Number: 24338603 (USE FORMAT 7 OR 9 FOR FULLTEXT)

When seniors won't eat...Improved nutrition becomes a priority

( One in 4 seniors has poor nutritional health and almost 50% of nursing home residents are malnourished; there are 33 mil Americans age 65+ and there are expected to be 80 mil by 2050 )

Food Management , v 33 , n 8 , p 30+ August 1998

Document Type: Journal ISSN: 0091-018X ( United States )

Language: English Record Type: Fulltext

ABSTRACT:

...3 mil are expected by 2020. It is suggested that long-term care facilities should offer more personalized care plans, focus on client preferences, upgrade ambience and emphasize food presentation.

7/3,K/7 (Item 7 from file: 9) [Links](#)

Business & Industry(R)

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01560989 Supplier Number: 24263444 (USE FORMAT 7 OR 9 FOR FULLTEXT)

'Adaptable' Mandalay Draws Retailers

( Mandalay Collection of home furnishings is a program anchored by Drexel Heritage Furnishings that is derived from the European colonial era in Indochina )

HFN , v 72 , n 20 , p 32+ May 18, 1998

Document Type: Journal ISSN: 1082-0310 ( United States )

Language: English Record Type: Fulltext

TEXT:

...Santa Rosa, Cal. He also liked the satin finish, which is replacing high gloss on consumer's preference lists. "It also offers our customers yet another choice; we've got excellent traditional, contemporary, Southwest and American themes. This rounds out our...

7/3,K/8 (Item 8 from file: 9) [Links](#)

Business & Industry(R)

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01074817 Supplier Number: 23655975 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Age: Is it the great divider?

( How important is the age divide and should manufacturers focus very closely on their target market or achieve sales across a wide age spectrum? ) European Cosmetic Markets , v 13 , n 10 , p 387+ October 1996

Document Type: Journal; Industry Overview ISSN: 0957-1515 ( United Kingdom )

Language: English Record Type: Fulltext

TEXT:

...in the decision-making process?

Taylor Nelson AGB's European Toiletries and Cosmetics Database (ETCD)(1) offers clear evidence that consumer

preferences do vary according to age group in a number of product areas.

Take washing and...

7/3,K/9 (Item 9 from file: 9) [Links](#)

Business & Industry(R)

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00651258 Supplier Number: 23100895 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Marketing Meets Modeling

( Fair Isaac & Co is poised to establish itself as a premier marketing firm in and out of the credit card industry after DynaMark buy )

Credit Card Management , v 7 , n 10 , p 77 January 1995

Document Type: Journal ISSN: 0896-9329 ( United States )

Language: English Record Type: Fulltext

TEXT:

...offer something new: a one-stop shop with the ability to manipulate such data as consumer purchases, travel preferences, and price sensitivity to craft offers likely to attract more profitable accounts, increase individual cardholder spending and receivables, and cross-sell other bank products. At...

7/3,K/10 (Item 1 from file: 275) [Links](#)

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02439720 Supplier Number: 65815031 (Use Format 7 Or 9 For FULL TEXT )

Getting personal: E-biz firms search for better ways to customize content.(Industry Trend or Event)

Hicks, Matt

eWeek , 61 Oct 2 , 2000

Language: English Record Type: Fulltext; Abstract

...andNoble.com is developing software that will allow it not only to more accurately predict user preferences but also to offer more personalized content. In addition to product recommendations, it will offer editor recommendations and information about in-store events.

Know thy customer...

7/3,K/11 (Item 2 from file: 275) [Links](#)

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02338875 Supplier Number: 56030638 (Use Format 7 Or 9 For FULL TEXT )

Novell Unveils DigitalMe 'Cookie Jar' >BY William Fellows.

Computergram International , 3762 , NA Oct 6 , 1999

ISSN: 0268-716X

Language: English Record Type: Fulltext

...make everyone's life on the net easier" by providing a place to store all user names and passwords, preferences, bookmarks, offers one click web form filling and auto-updating of web sites plus integrated email and a...

7/3,K/12 (Item 3 from file: 275) [Links](#)

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02319041 Supplier Number: 55348387

Instant Marketing -- New Products Let Businesses Deliver Ads And Offers To Customers Fast And Inexpensively.(Industry Trend or Event)

Sweat, Jeff; Whiting, Rick

InformationWeek , 18 August 2 , 1999

ISSN: 8750-6874

Language: English Record Type: Abstract

Abstract: ...arena is transforming the database marketing industry. Now, instead of electronic junk mail, companies can offer more customized advertisements and product offers that utilize information about customer preferences. Williams-Sonoma Inc., a retailer of cookware and other household goods, is testing E-mail...

7/3,K/13 (Item 4 from file: 275) [Links](#)

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01629344 Supplier Number: 14808287 (Use Format 7 Or 9 For FULL TEXT )

New OPAL adds polish in lower-cost version. (Via Systems Inc.'s OPAL Emulations Plus terminal emulator for Apple Macintosh microcomputers) (Brief Article) (Product Announcement)

Welch, Nathalie

MacWEEK , v7 , n48 , p26(1) Dec 13 , 1993

Document Type: Product Announcement

ISSN: 0892-8118

Language: ENGLISH Record Type: FULLTEXT

...underline characters in terminal windows. Version 1.1 boasts improved

ANSI, VT100 and VT220 emulations.

> Preferences. OPAL 1.1 offers users a new preferences dialog box to set session parameters and a new Session Method dialog box that lets...

7/3,K/14 (Item 5 from file: 275) [Links](#)

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01258598 Supplier Number: 07157897 (Use Format 7 Or 9 For FULL TEXT )

New features enhance good annotation DA. (Desk Accessory) (Software Review) (Comment) (evaluation)

Klatzkin, Dennis

MacWEEK , v2 , n47 , p45(2) Nov 22 , 1988

Document Type: evaluation

ISSN: 0892-8118

Language: ENGLISH Record Type: FULLTEXT; ABSTRACT



...note will pop up.

Comment 2.01 is noticeably faster than previous versions, and it offers many more user-configurable preferences. Deneba has discontinued support of attaching notes to cells in Microsoft Multiplan and Lotus Jazz....

7/3,K/15 (Item 1 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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02711724 Supplier Number: 66617498 (USE FORMAT 7 FOR FULLTEXT)

Ask Jeeves Introduces Jeeves Holiday Gift Advisor on Ask.com.

PR Newswire , p NA Nov 6 , 2000

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...from a knowledgebase containing more than 300 products. The recommended products include jewelry, electronics, sporting goods and more, offering consumers unique, even offbeat gifts based on preferences determined by the user.

"We are pleased to offer this service to the millions of Ask.com users who...

7/3,K/16 (Item 2 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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01793244 Supplier Number: 53610647 (USE FORMAT 7 FOR FULLTEXT)

Barclays Joins First Online Bond Market.

PR Newswire , p 8417 Jan 21 , 1999

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/17 (Item 3 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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01792705 Supplier Number: 53605975 (USE FORMAT 7 FOR FULLTEXT)

Deutsche Bank Securities Inc. Joins First Online Bond Market.

PR Newswire , p 8249 Jan 21 , 1999

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

7/3,K/18 (Item 4 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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01687523 Supplier Number: 50220441 (USE FORMAT 7 FOR FULLTEXT)

Schlumberger Opens New State-of-the-Art Smart Card Production and Personalization Facility in

Mexico.

Business Wire , p 8040102 August 4 , 1998

Language: English Record Type: Fulltext

Article Type: Article

Document Type: Newswire ; Trade

...market," Claudel added. "Smart cards can change the way institutions do business, allowing them to offer value-added services to their customers, and tailor their offers to their customers' individual preferences. Smart cards can also enhance security and reduce fraud dramatically, contributing to lower operational costs...

7/3,K/19 (Item 5 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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01463286 Supplier Number: 46959977 (USE FORMAT 7 FOR FULLTEXT)

Fascinating McFacts About McDonald's International

PR Newswire , p 1209CLM012 Dec 9 , 1996

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...and fish sandwiches along with its world-famous french fries. Some markets, however, choose to offer one or two local items to appeal to customer preferences and to offer variety. Some examples are: "McHuevo" in Uruguay (Country #57), a hamburger with a poached egg...

7/3,K/20 (Item 6 from file: 621) [Links](#)

Gale Group New Prod.Annou.(R)

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01255869 Supplier Number: 44657592 (USE FORMAT 7 FOR FULLTEXT)

MUSICLAND GROUP OPENS SAM GOODY STORE IN PLAINVIEW, NEW YORK

PR Newswire , p N/A May 5 , 1994

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...optimum in-stock inventory levels and to tailor individual store inventories to match regional buying preferences. Stores offer customers one of the industry's most extensive special order catalogs, spanning 130,000 current music titles...

7/3,K/21 (Item 1 from file: 636) [Links](#)

Gale Group Newsletter DB(TM)

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04829058 Supplier Number: 64332600 (USE FORMAT 7 FOR FULLTEXT)

Exchange Applications introduces first intelligent planning tool for eCRM.

M2 Presswire , p NA Dec 7 , 1999

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...of its existing customers to users of its online trading service. The firm has three different "free trade" offers and knows the channel preferences of its individual customers. VALEX is used

7/3,K/22 (Item 2 from file: 636) [Links](#)

Gale Group Newsletter DB(TM)

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04056818 Supplier Number: 53612991 (USE FORMAT 7 FOR FULLTEXT)

statistical notes: Heart attack patients do better if treated by cardiologist rather than generalist, study shows.

Health Care Strategic Management , p NA Dec , 1998

Language: English Record Type: Fulltext

Document Type: Newsletter ; Trade

...by 500,000 from the end of 1996 to the end of 1997, apparently reflecting consumer preference for health plans that offer more choice and wider access to care, according to the Association of Managed Healthcare Organizations' (AMHO...

7/3,K/23 (Item 3 from file: 636) [Links](#)

Gale Group Newsletter DB(TM)

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03758872 Supplier Number: 48133680 (USE FORMAT 7 FOR FULLTEXT)

IBM: New IBM business intelligence solution helps utilities retain customers and grow market share

M2 Presswire , p N/A Nov 20 , 1997

Language: English Record Type: Fulltext

Document Type: Newswire ; Trade

...to Internet access, telephony, and home security systems. DecisionEdge will enable utilities to better understand customer preferences and offer customized value-added products and services based on those preferences. "DecisionEdge facilitates the process known as customer relationship marketing, generally recognized as the key approach...

7/3,K/24 (Item 4 from file: 636) [Links](#)

Gale Group Newsletter DB(TM)

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03758373 Supplier Number: 48132381 (USE FORMAT 7 FOR FULLTEXT)

IBM ENTERS ELECTRIC UTILITY ARENA

Report on IBM , v 14 , n 45 , p N/A Nov 19 , 1997

Language: English Record Type: Fulltext

Document Type: Newsletter ; Trade

...to Internet access, telephony, and home security systems. DecisionEdge will enable utilities to better understand customer preferences and offer customized value-added products and services based on those preferences, IBM said.

"DecisionEdge facilitates the process known as customer relationship marketing, generally recognized as the...

7/3,K/25 (Item 5 from file: 636) [Links](#)

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03499100 Supplier Number: 47220313 (USE FORMAT 7 FOR FULLTEXT)

HAWKER ENERGY PRODUCTS: Hawker extends pure lead technology range

M2 Presswire , p N/A March 18 , 1997

Language: English Record Type: Fulltext  
Document Type: Newswire ; Trade

...Energy Products in the UK and together form Hawker's extended 'Pure Lead' family. Their unique properties and performance characteristics offer customers even greater choice for both float and cyclic applications with the benefit of sealed construction and maintenance...

7/3,K/26 (Item 1 from file: 16) [Links](#)  
Gale Group PROMT(R)  
(c) 2008 The Gale Group. All rights reserved.  
03165866 Supplier Number: 44325167  
Thomas M. Downs named Amtrak president, chairman  
Railway Age , p 27 Jan , 1994  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal ; General  
Abstract:

...status during his tenure. Amtrak will be positioned to meet the needs of the market more effectively by offering service based on customer preferences. Amtrak has not received any increase in its FY94 operating subsidy over 1993. It had...

7/3,K/27 (Item 2 from file: 16) [Links](#)  
Gale Group PROMT(R)  
(c) 2008 The Gale Group. All rights reserved.  
03085187 Supplier Number: 44201638 (USE FORMAT 7 FOR FULLTEXT)  
Quantum: An Interview with BILL MILLER  
VARbusiness , p 102 Nov , 1993  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal ; Trade  
...think selling disk drives helps you sell tape drives either. You have to establish a customer preference for that kind of product and offering multiple products won't let you off the hook. And that's the way we intend...

7/3,K/28 (Item 1 from file: 160) [Links](#)  
Gale Group PROMT(R)  
(c) 1999 The Gale Group. All rights reserved.  
00785472  
Merchandising interviewed 1,900 shoppers across the US in the process of compiling its Tenth Annual Consumer Survey.  
Merchandising May, 1982 p. 17-39  
Related articles offer consumer opinion and preferences on several electronic products, including: VCRs, videotape and audiotape, high fidelity systems, electronic games, video discs, projection TV, car...

7/3,K/29 (Item 1 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c)2008 The Gale Group. All rights reserved.  
13396760 Supplier Number: 70641070 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
E-Commerce: The Way People Want To Do Business.

Ryan, Jim  
Heating, Piping, Air Conditioning , 72 , 6 , 3 June , 2000  
ISSN: 0017-940X  
Language: English  
Record Type: Fulltext

...Given its network of more than 370 branches, Grainger is also well placed to serve customers with different buying preferences and offers the right channels for different types of purchases. You can even do "will call" over...

7/3,K/30 (Item 2 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c)2008 The Gale Group. All rights reserved.  
10230660 Supplier Number: 20738520 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
'ADAPTABLE' MANDALAY DRAWS RETAILERS.(Mandalay Collection)  
Meyer, Nancy  
HFN The Weekly Newspaper for the Home Furnishing Network , v72 , n20 , p33(1)  
May 18 , 1998  
Language: English  
Record Type: Fulltext  
...Santa Rosa, Cal.

He also liked the satin finish, which is replacing high gloss on consumer's preference lists. "It also offers our customers yet another choice; we've got excellent traditional, contemporary, Southwest and American themes. This rounds out our...

7/3,K/31 (Item 3 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c)2008 The Gale Group. All rights reserved.  
07556665 Supplier Number: 16369622 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Sounding an industry wake-up call. (preparing the banking industry for the 21st century)  
Crutchfield, Edward E., Jr.  
US Banker , v104 , n10 , p69(4) Oct , 1994  
Language: ENGLISH  
Record Type: FULLTEXT; ABSTRACT  
...face-to-face, in a branch. The phrase to emphasize here is alternative delivery systems. Customers have different preferences and we must offer them different choices, or they'll go to someone who does.

The good news is technology will...

7/3,K/32 (Item 4 from file: 148) [Links](#)  
Gale Group Trade & Industry DB  
(c)2008 The Gale Group. All rights reserved.  
05417388 Supplier Number: 11041432 (USE FORMAT 7 OR 9 FOR FULL TEXT )  
Mail Order Top 250+. (Cover Story)  
Direct Marketing , v54 , n3 , p29(19) July , 1991  
Document Type: Cover Story  
ISSN: 0012-3188

Language: ENGLISH

Record Type: FULLTEXT; ABSTRACT

...fourth quarter, when holiday greetings are a popular item.

Catalogs are targeted carefully to match customer preferences. Current continues to offer nearly 2,000 different products to its customers.

Medved said that because of the postal hike, Current took a...

7/3,K/33 (Item 5 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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02051788 Supplier Number: 03102071 (USE FORMAT 7 OR 9 FOR FULL TEXT )

Bell Atlantic forms subsidiary.

PR Newswire , NYPR66 Jan 19 , 1984

Language: ENGLISH

Record Type: FULLTEXT

...s chairman and chief executive officer. "Our decision to enter that business meets an expressed customer preference and offers Bell Atlantic another opportunity to apply its experience in satisfying customer communications needs."

Bell Atlanticom initially will serve...

---

Subject Search; non patent literature; full text # 4

Set Items Description

S1 18707 S (CUSTOM OR CUSTOMIZED OR PERSONALIZATION OR PERSONALIZED OR TAILOR??? OR INDIVIDUAL? OR "TO" )ORDER OR PREFERENCE? ? OR UNIQUE OR DISTINGUISHING OR DISTINCTIVE)(4N)(PRODUCT OR PRODUCTS OR GOODS OR COMMODITY OR COMMODITIES OR SERVICE OR SERVICES OR OFFER OR OFFERS OR MERCHANDISE OR WARES OR TASK OR TASKS OR JOB OR JOBS OR ITEM OR ITEMS OR ARTICLE OR ARTICLES OR THING OR THINGS OR OBJECT OR OBJECTS OR PURCHASES OR UNIT OR UNITS OR STOCK OR PROVISION OR PROVISIONS)

S2 15663 S (CONSUMER OR CONSUMERS OR PATRON OR PATRONS OR CUSTOMER OR CUSTOMERS OR CLIENT OR CLIENTS OR SHOPPER OR SHOPPERS OR USER OR USERS OR PROSPECT??? OR APPLICANT OR APPLICANTS OR APPLIER OR APPLIERS)(3N)(REQUEST OR REQUESTED OR PREFERENCE OR PREFERENCES OR PREFERRED OR PREFER OR SPECIFY OR SPECIFIES OR CHARACTERISTIC OR CHARACTERISTICS OR DETAIL OR DETAILS OR PRIORITY OR PRIORITIES OR CRITERIA)

S3 67185 S (OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)(3N)(ONE OR 1 OR MORE OR ADDED OR ADDITIONAL OR ANOTHER OR BEYOND OR COLLATERAL OR DIFFERENT OR EXCEED? OR GREATER OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S4 368 S S1(5N)S2

S5 6 S S4(5N)S3

S6 3 S S5 NOT PY>2000

S7 3 RD (unique items)

S8 31 S S4(4N)(OFFER OR OFFERS OR SUITABLE OR PROPOSAL OR PROPOSALS OR OFFERING OR RENDER)

S9 8 S S8(4N)(ONE OR 1 OR MORE OR ANOTHER OR DIFFERENT OR PERTINENT OR RELATED OR SECOND OR 2ND OR SUBSEQUENT?? OR THIRD OR 3RD OR PRIMARY OR MULTIPLE)

S10 4 S S9 NOT PY>2000

S11 3 RD (unique items)

S12 2 S S11 NOT S7

; show files

[File 625] American Banker Publications 1981-2008/Jun 17

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[File 268] Banking Info Source 1981-2008/Jun W3

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[File 626] Bond Buyer Full Text 1981-2008/Jun 16

(c) 2008 Bond Buyer. All rights reserved.

[File 267] Finance & Banking Newsletters 2008/Jun 16

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[File 485] Accounting & Tax DB 1971-2008/Jun W2

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=====

7/3,K/1 (Item 1 from file: 268) [Links](#)

Banking Info Source

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00253790 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Marketing meets modeling

Lucas, Peter

Credit Card Management , v 7 , n 10 , p 77-80 , Jan 1995 Document Type: Journal Article Language:

English Record Type: Abstract Fulltext

Word Count: 02252

...offer something new: a one-stop shop with the ability to manipulate such data as consumer purchases, travel preferences, and price sensitivity to craft offers likely to attract more profitable accounts, increase individual cardholder spending and receivables, and cross-sell other bank products. At...

7/3,K/2 (Item 2 from file: 268) [Links](#)

Banking Info Source

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00245207 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Sounding an industry wake-up call

Crutchfield, Edward E Jr

United States Banker , v 104 , n 10 , p 69-74 , Oct 1994 Document Type: Journal Article Language:

English Record Type: Abstract Fulltext

...emphasize here is alternative delivery systems. Customers have different preferences and we must offer them different choices, or they'll go to someone who does.

The good news is technology will...

7/3,K/3 (Item 3 from file: 268) [Links](#)

Banking Info Source

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00147997 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Bankers forum: compensating balances are fading away

Anonymous

ABA Banking Journal , v 78 , n 9 , p 127-128 , Sep 1986 Language: English Record Type: Abstract  
Abstract:

...customer demand for unbundled pricing. Pressure to replace compensating balances with fees generally comes from customers, who prefer the greater control that fees offer. Bankers generally have no preference for fees or compensating balances.

+++++

12/3,K/1 (Item 1 from file: 268) [Links](#)

Banking Info Source

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00329281 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Demographic data help lenders work subprime market

Darsa, Deidra

Real Estate Finance Today , v 15 , n 1 , p 3,7 , Jan 5, 1998 Document Type: Journal Article Article  
Type: News Language: English Record Type: Abstract Fulltext

...lists purchased from Experian in Anaheim, CA, Seroka is able to pinpoint leads based on customer preferences. Scattered mailings offering subprime products now are more affordable to lenders through PrimeProspect's demographic targeting. Many lenders have historically shied away from...

12/3,K/2 (Item 1 from file: 485) [Links](#)

Accounting & Tax DB

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01028372 Supplier Number: 905990571

The Activity-Based Cost Hierarchy, Production Policies and Firm Profitability

Christopher D Ittner; David F Larcker; Taylor Randall

Journal of Management Accounting Research v9 pp: 143-162 1997

ISSN: 1049-2127 Journal Code: AJMA

Word Count: 7917 Line Count: 720 Accounting & Tax DB\_1971-2008/Jun W2

Supplier Number: Text:

...suggest that broader product lines can increase revenues through spatial preemption of competitors, complementarities between products, consumer differences in preferences, and increased probability of new product success (see Lancaster (1990) for a review). As a...

---

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Section 3:

09802481 Best results

CUSTOMIZED CREDIT OFFER STRATEGY BASED ON TERMS SPECIFIED BY AN  
APPLICANT



10/5/4 (Item 4 from file: 350) [Links](#)

Derwent WPIX

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0012456338

WPI Acc no: 2002-402243/200243

Related WPI Acc No: 1999-180204

XRPX Acc No: N2002-315385

Electronic greeting card selection method involves comparing user's reference with application descriptors describing suitability of electronic greeting cards to select suitable greeting card

Patent Assignee: AMERICAN GREETINGS CORP (AMGR-N)

Inventor: JACOBS H H

Patent Family ( 1 patents, 1 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
US 6360139	B1	20020319	US 1995475588	A	19950607	200243	B
			US 1998211271	A	19981214		

Alerting Abstract US B1

NOVELTY - Data records including application descriptors describing the suitability of electronic greeting card registered in a database, are provided. Suitable electronic greeting cards are selected from the database by comparing the application descriptors included in data records with user's preference.

DESCRIPTION - INDEPENDENT CLAIMS are also included for the following:

- Electronic products vending method;
- Data record search and retrieval method

USE - For selecting electronic greeting cards.

ADVANTAGE - An appropriate product is selected from the group of products easily based on user's preference.

=====

10/5/6 (Item 6 from file: 350) [Links](#)

Derwent WPIX

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0008206421 & *Drawing available*

WPI Acc no: 1997-310778/199728

XRPX Acc No: N1997-257409

Promotional customised offer presentation system - has primary computer for holding individual customer preferences and secondary computer identifying customers and presenting offers

Patent Assignee: INTER\*ACT SYSTEMS INC (INTE-N)

Inventor: JONES M R; NASH P A; PENWELL W F

Patent Family ( 6 patents, 72 & countries )

Patent Number	Kind	Date	Application Number	Kind	Date	Update	Type
WO 1997020279	A1	19970605	WO 1996US18930	A	19961127	199728	B
AU 199710613	A	19970619	AU 199710613	A	19961127	199741	E
EP 867008	A1	19980930	EP 1996941486	A	19961127	199843	E
			WO 1996US18930	A	19961127		
AU 714296	B	19991223	AU 199710613	A	19961127	200011	E

BR 199611682	A	19991228	BR 199611682	A	19961127	200018	E
			WO 1996US18930	A	19961127		
JP 2000501529	W	20000208	WO 1996US18930	A	19961127	200018	E
			JP 1997520619	A	19961127		

Alerting Abstract WO A1

The offer presentation system has a primary computer and a number of secondary computers. The primary computer (14) stores (36) details of the buying preferences of individual customers. The computer is also fed with demographic material (72) to link to individual customers. When a customer makes a transaction (70) the details are sent to the primary computer to update its records. Manufactures (76) can prepare offers and make them known to the primary machine.

The secondary machines (12) identify (24) customers and link with the primary machine to receive offers customised for that customer. These are printed (22) for the customer.

ADVANTAGE - Allows promotional offers to be developed on basis of individual customer purchase characteristics.

=====

[Date????]

7/3,K/1 (Item 1 from file: 2) [Links](#)

INSPEC

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07818728 INSPEC Abstract Number: C2001-02-7180-061

Title: Impacts of software agents in e-commerce systems on customer's loyalty and on behavior of potential customers

Author Seitz, J.; Stickel, E.; Woda, K.

Author Affiliation: Dept. of Inf. Syst., Viadrina Univ., Frankfurt, Germany

Conference Title: Challenges of Information Technology Management in the 21st Century. 2000

Information Resources Management Association International Conference p. 410-14

Publisher: Idea Group Publishing, Hershey, PA, USA

Publication Date: 2000 Country of Publication: USA 1227 pp.

ISBN: 1 878289 84 5 Material Identity Number: XX-2000-00984

Conference Title: Proceedings of 2000 Information Resources Management Association International Conference

Conference Date: 21-24 May 2000 Conference Location: Anchorage, AK, USA

Language: English

Subfile: C

Copyright 2001, IEE

Abstract: ...in electronic commerce. Active technologies, enabling customers to purchase more efficiently, force the merchants to offer highly personalized, value-added and complementary services. The techniques used, such as rule-based matching or collaborative filtering, may provide contents that are appropriate to the customer's preferences or they may analyse the past purchases of other clients. One-to-one marketing may...

Identifiers: ...personalized services; ...customer preferences;

---

7/3,K/2 (Item 2 from file: 2) [Links](#)

INSPEC

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07532665 INSPEC Abstract Number: C2000-04-7180-011

Title: A configurable system for the construction of adaptive virtual stores

Author Ardisson, L.; Goy, A.; Meo, R.; Petrone, G.; Console, L.; Lesmo, L.; Simone, C.; Torasso, P.

Author Affiliation: Dipartimento di Inf., Torino Univ., Italy

Journal: World Wide Web vol.2, no.3 p. 143-59

Publisher: Baltzer

Publication Date: 1999 Country of Publication: Netherlands

CODEN: WWWEFF ISSN: 1386-145X

SICI: 1386-145X(1999)2:3L;143:CSCA;1-T

Material Identity Number: H400-2000-002

Language: English

Copyright 2000, IEE

Abstract: ...system builds a user profile by applying user modeling techniques and stereotypical information about the characteristics of customer groups; this profile is used during the interaction in order to tailor the product descriptions and the selection of items to recommend to the user's needs, varying the... requires the parallel execution of several complex tasks during the interaction (e.g., identifying the user's preferences, selecting the products most suited to her, dynamically generating the hypertextual pages). Therefore, we have defined a multiagent architecture where these tasks are executed by different agents, which cooperate offering specific services to each other.

=====

[some aspects??]

12/3,K/5 (Item 1 from file: 583) [Links](#)

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09101535

Le sur-mesure descend dans la rue

FRANCE: CUSTOMISED PRODUCTS AND SERVICES

StratZgies ( XOD ) 7 May 1999 p.32-33

Language: FRENCH

...are increasingly providing customised products and services for clients. Dell offers to assemble computers with characteristics set by the clients. Studio has 47,000 different suit and shirt formulas. Procter & Gamble offers blends of coffee flavours, and Elisabeth Arden has...

=====

7/3,K/1 [Links](#)

Dialog Global Reporter

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13637583 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Ask Jeeves Introduces Jeeves Holiday Gift Advisor on Ask.com

PR NEWSWIRE November 06, 2000

Journal Code: WPRW Language: English Record Type: FULLTEXT

...from a knowledgebase containing more than 300 products. The recommended products include jewelry, electronics, sporting goods and more, offering consumers unique, even offbeat gifts based on preferences determined by the user.

"We are pleased to offer this service to the millions of Ask.com users who..."

---

7/3,K/6 [Links](#)

Dialog Global Reporter

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09535955 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Business This Week 1 (Gsm Congress): Company which owns the customer will control airwaves - Mobile phone companies and content providers attempt to predict which services the customer will be prepared to pay for

EOIN LICKEN

IRISH TIMES , p 60 February 11, 2000

Journal Code: FIRT Language: English Record Type: FULLTEXT

...portals in favour of independent, fixed portals. However, Mr Golob pointed out that operators had customer details and location information which allowed them to offer more location-specific and personalised data than fixed portals. He described this as the 'glue' keeping subscribers stuck to the...

=====

7/3,K/12 [Links](#)

Dialog Global Reporter

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04083767 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Barclays Joins First Online Bond Market

PR NEWswire January 21, 1999

Journal Code: WPRW Language: English Record Type: FULLTEXT

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

=====

7/3,K/13 [Links](#)

Dialog Global Reporter

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04083250 (USE FORMAT 7 OR 9 FOR FULLTEXT)

J.P. Morgan Joins First Online Bond Market

PR NEWswire January 21, 1999

Journal Code: WPRW Language: English Record Type: FULLTEXT

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

=====

12/3,K/1 [Links](#)

Dialog Global Reporter

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13600136 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Fair, Isaac Expands its MarketSmart eCRM Solution; Teams with Xchange to Help Clients Create A Personalized Customer Experience At Every Channel

PR NEWswire November 02, 2000

Journal Code: WPRW Language: English Record Type: FULLTEXT

...leading to a better understanding of their customer and prospect base;  
-- Determine the next-best-offer for customers based on individual preferences and past purchase behavior;  
-- Serve-up optimal offer information to service representatives and personalization technologies across multiple touchpoints in real time; and  
Execute permission-based email campaigns using Xchange's eMessaging engine...

---

7/3,K/4 (Item 4 from file: 15) [Links](#)  
ABI/Inform(R)  
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00963021 96-12414  
Marketing meets modeling  
Lucas, Peter  
Credit Card Management v7n10 pp: 77-80 Jan 1995  
ISSN: 0896-9329 Journal Code: CCM  
Text:

...base marketing with its well-honed skills in predictive modeling, Fair, Isaac now hopes to offer something new: a one-stop shop with the ability to manipulate such data as consumer purchases, travel preferences, and price sensitivity to craft offers likely to attract more profitable accounts, increase individual cardholder spending and receivables, and cross-sell other bank products. At...

---

7/3,K/10 (Item 1 from file: 613) [Links](#)  
PR Newswire  
(c) 2008 PR Newswire Association Inc. All rights reserved.  
00454393 20001106SFM083 (USE FORMAT 7 FOR FULLTEXT)  
Ask Jeeves Introduces Jeeves Holiday Gift Advisor on Ask.Com  
PR Newswire Monday, November 6, 2000 00:10 EST  
Journal Code: PR Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE  
Text:

...from a knowledgebase containing more than 300 products. The recommended products include jewelry, electronics, sporting goods and more, offering consumers unique, even offbeat gifts based on preferences determined by the user.

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7/3,K/11 (Item 1 from file: 813) [Links](#)  
PR Newswire  
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1407829 NYTH029  
Barclays Joins First Online Bond Market  
Date: January 21, 1999 10:00 EST  
Correction:

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers, and instantly execute an order, send email, online messages and access to historical trading...

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12/3,K/16 (Item 16 from file: 15) [Links](#)

ABI/Inform(R)

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00519697 90-45454

Customer Services - Off-the-Peg or Tailor-Made?

Marr, Norman E.

International Journal of Physical Distribution & Logistics Management v20n3 pp: 6-9

1990

ISSN: 0960-0035 Journal Code: IPD

Abstract:

...the supplier needs to have a positive and planned approach to the marketing of goods. One way to identify customers' preferences is to offer them a list of possible customer services and ask them to prioritize the list. The...

---

[Date????????????]

12/3,K/22 (Item 1 from file: 613) [Links](#)

PR Newswire

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00452737 20001102NETH019 (USE FORMAT 7 FOR FULLTEXT)

Fair, Isaac Expands Its Marketsmart Ecrm Solution; Teams with Xchange to Help Clients Create A Personalized Customer Experience at Every Channel

PR Newswire Thursday, November 2, 2000 09:31 EST

Journal Code: PR Language: ENGLISH Record Type: FULLTEXT Document Type: NEWSWIRE Text:

...leading to a better understanding of their customer and prospect base;

-- Determine the next-best-offer for customers based on individual preferences and past purchase behavior;

-- Serve-up optimal offer information to service representatives and personalization technologies across multiple touchpoints in real time; and

-- Execute permission-based email campaigns using Xchange's eMessaging engine.

=====

7/3,K/5 (Item 5 from file: 9) [Links](#)

Business & Industry(R)

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01760926 Supplier Number: 24533441

Deutsche Bank Joins TradeWeb

(Deutsche Bank Securities has joined on-line institutional customer-to-dealer bond marketplace TradeWeb )

Web Finance , v 3 , n 3 , p 6 February 01, 1999  
Document Type: Newsletter ( United States )  
Language: English Record Type: Fulltext

...dealers. Instead of telephoning a number of dealers for price information and competitive quotes, TradeWeb users may electronically request customized bids or offers from multiple dealers and instantly execute an order.

=====

7/3,K/29 (Item 1 from file: 148) [Links](#)

Gale Group Trade & Industry DB

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13396760 Supplier Number: 70641070 (USE FORMAT 7 OR 9 FOR FULL TEXT )

E-Commerce: The Way People Want To Do Business.

Ryan, Jim

Heating, Piping, Air Conditioning , 72 , 6 , 3 June , 2000

ISSN: 0017-940X

Language: English

Record Type: Fulltext

...Given its network of more than 370 branches, Grainger is also well placed to serve customers with different buying preferences and offers the right channels for different types of purchases. You can even do "will call" over...

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7/3,K/2 (Item 2 from file: 268) [Links](#)

Banking Info Source

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00245207 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Sounding an industry wake-up call

Crutchfield, Edward E Jr

United States Banker , v 104 , n 10 , p 69-74 , Oct 1994 Document Type: Journal Article Language:

English Record Type: Abstract Fulltext

...emphasize here is alternative delivery systems. Customers have different preferences and we must offer them different choices, or they'll go to someone who does.

The good news is technology will...